



A SERVICE OF



2

PLANS FOR 'NBC BANDSTAND,' TWO-HOUR MORNING RADIO PROGRAM TO REPLACE
'WEEKDAY,' OUTLINED TO EXECUTIVE COMMITTEE OF NETWORK AFFILIATES

FOR RELEASE MONDAY A.M., JULY 2

The National Broadcasting Company has presented plans to the Executive Committee of its Radio Affiliates for a new two-hour morning radio program -- tentatively called NBC BANDSTAND -- to replace WEEKDAY when the latter program goes off the air July 27.

As outlined on Friday by NBC executives, the new program would:

1. Present the outstanding popular orchestras in the country in a two-hour daily program of "live" musical entertainment. The programs would be heard Monday through Friday from 10 a.m. to 12 noon, EDT.

2. Feature one of the top names of the entertainment world as permanent master of ceremonies or "Mr. Music" of the show.

3. Offer as guests a steady stream of the biggest names of Broadway and Hollywood and the music and recording worlds.

As proposed by the network, "NBC Bandstand" would kick-off on Monday, July 30. Among the name orchestras being considered for the program are those of the Dorsey Brothers, Benny Goodman, Guy Lombardo, Freddy Martin, Sammy Kaye, Les Brown, Xavier Cugat, Harry

(more)

2 - Radio Affiliates

James, Ray Anthony and Louis Armstrong. Each orchestra would be featured individually on the program.

The NBC officials told the affiliates' group that "NBC Bandstand" would originate in New York from a prominent location yet to be selected. They also reported that plans were being considered for simulcasting a half-hour of the program each morning over the NBC-TV network.

Lester W. Lindow, of WFDF, Flint, Mich., Chairman of the Executive Committee of the NBC Radio Affiliates, said at the conclusion of the meeting:

"The Executive Committee of the NBC Radio Affiliates presented to officials of the National Broadcasting Company a wide variety of views and opinions about radio broadcasting which had been received from the individual stations throughout the country. These were received with great interest by the network officials and were discussed and reviewed at our meeting. The plan presented by NBC for the new morning radio program offers many interesting possibilities for giving new life to morning radio. It will be reported to all the NBC Radio Affiliates for their individual consideration through a special closed circuit Monday noon, July 2."

Robert W. Sarnoff, President of NBC, reviewed for the Executive Committee the outstanding commercial success of "Monitor," NBC's week-end radio service, and pointed out that in its first year, just concluded, "Monitor" increased NBC Radio week-end revenue by 278 per cent over the preceding year. This, he said, was in the face of declines by other radio networks in week-end billings. Mr. Sarnoff also noted that NBC now leads the second network in week-night

(more)

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"The Executive Committee of the NBC Radio Affiliates
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the NBC Radio Affiliates for their individual consideration
in a special closed circuit Monday noon, July 2."
Robert W. Lindow, President of NBC, reviewed for the
Executive Committee the outstanding commercial aspects of "Mon-
day and radio service, and pointed out that in its first
month, "Monday" increased NBC Radio week-end revenue
over the preceding year. That he said, was in line
with other radio networks in week-end ratings. Mr.

3 - Radio Affiliates

sponsored time by 64 per cent and delivers 44 per cent more audience for its advertisers on week nights than the second network.

Detailed plans for the proposed new daytime programming, including a variety of afternoon program proposals, were discussed with the Affiliates' Executive Committee by Sylvester L. Weaver Jr., Chairman of the Board of NBC; Charles R. Denny, Vice President for Owned Stations and Spot Sales; Al Capstaff, Executive Producer of "Monitor," and Kenneth W. Bilby, Vice President for Public Relations.

In addition to Mr. Lindow, members of the Affiliates' Executive Committee are: George Harvey, WFLA, Tampa, Fla., Secretary; Leonard Reinsch, WSB, Atlanta, Ga.; William Rines, WCSH, Portland, Me.; Ben Larsen, KDYL, Salt Lake City, Utah; George Wagner, KFI, Los Angeles; Harold Hough, WBAP, Fort Worth, Tex., and David Baltimore, WBRE, Wilkes-Barre, Pa.

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NBC-New York, 6/29/56



A SERVICE OF



July 2, 1956

RADIO AND TV RIGHTS TO WORLD SERIES AND ALL-STAR BASEBALL
GAMES FROM 1957 THROUGH 1961 ARE AWARDED TO NBC;
GILLETTE SIGNS FOR SPONSORSHIP

Radio and television rights for the World Series and the All-Star baseball games during the next five years, 1957 through 1961, have been awarded to the National Broadcasting Company and the games will be sponsored by the Gillette Safety Razor Co.

The announcement was made today by Ford C. Frick, Commissioner of Baseball; Robert W. Sarnoff, President of NBC; and Boone Gross, President of Gillette. The rights were awarded to NBC as a result of competitive bidding.

NBC Television has presented the World Series since 1947, but the new contract will mark the first time the Series will be broadcast by the NBC Radio Network since 1938.

(more)

2 - Baseball

Gillette has sponsored the television coverage of the Series on NBC for the past nine years and that of the All-Star Game since 1950. In addition, Gillette has been prominently identified with the sponsorship of other major sports events including the Friday night "Cavalcade of Sports" boxing bout programs and the Rose Bowl games.

Negotiations with the office of the Baseball Commissioner were conducted for NBC by Thomas S. Gallery, Director of Sports.

Maxon, Inc., is the advertising agency for Gillette.

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NBC-New York, 7/2/56



COLOR TELEVISION NEWS

A SERVICE OF

NEW EXHIBIT TO EXPLAIN RCA'S COMPATIBLE COLOR TV
SYSTEM TO NBC VISITORS

A new exhibit explaining how RCA's compatible color television system works has been set up in the National Broadcasting Company's New York headquarters. Located just outside the viewing room for the famous Studio 8H, one of the highlights of NBC's guided tour, the illuminated display will be used by the tour guides to show NBC's visitors how an image is transmitted from studio to home by all-electronic compatible color television.

The exhibit, produced by Bertell, Inc., under the supervision of William S. Hedges, Vice President in charge of Integrated Services for NBC, consists of nine colorful illustrations. They are lighted separately by the guide as he explains each step in the transmission of a color scene.

The explanation begins with a brief description of the three primary colors and the color bar test pattern used to adjust equipment. Then the diagrams of the image orthicon and picture tubes are explained, as are the components of the color television camera.

Moving lights trace the signal as it travels from the camera to the transmitting antenna and then to the receiver at home. Finally, both the full-color picture as seen on a color television set, and a high-quality black and white picture of the same scene as it is received on a conventional black and white set, are shown.

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NBC-New York, 7/2/56

'INSIDE STORY WITH VICTOR RIESEL'

ON NBC RADIO FRIDAY NIGHTS

Victor Riesel, whose syndicated column appears in 261 newspapers, is featured on NBC Radio, Fridays (9:45-10 p.m., EDT), in his own news program, INSIDE STORY WITH VICTOR RIESEL. (The series started July 29.)

Riesel, who recently was blinded by an acid-hurling thug, examines in detail the most significant news event of each week. Through interviews with guests concerned with the story directly or indirectly, Riesel gleans the inside facts, color and background.

His program also features his "labor round-up," a digest of labor news of the week, as well as his forecast of things to look for in the week ahead.

HOTPOINT COMPANY TO SPONSOR 150 'MONITOR' NEWS SEGMENTS

The Hotpoint Company will sponsor an extensive schedule of 150 five-minute news segments on MONITOR, NBC's weekend radio service, starting Sept. 8, Fred Horton, Director of Sales for the NBC Radio Network, announced today.

The schedule, which marks Hotpoint's first participation on "Monitor," calls for five Saturday and five Sunday segments a week for 15 weeks through Dec. 16. They will be heard on Saturdays at 10 a.m. and 3, 4, 8 and 10 p.m. On Sundays they will be heard at 2, 4, 6, 8 and 9 p.m. (All times are New York time.)

Needham, Louis and Brorby, Inc., is the advertising agency for the Hotpoint Company.

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Victor himself, who, according to the report, is now in the hospital, is said to be in a very serious condition. The only news received, however, is that Victor is still in the hospital.

For further news, see page 10.

London, Dec. 10. (AP) - The news of the death of Victor is being received with great interest in London. The news is being received with great interest in London. The news is being received with great interest in London.

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TRADE NEWS

A SERVICE OF



NANCY HERBERT
ROOM 320

2 COPIES X-H

TV ADVERTISING HAS STRONGER IMPACT ON AUTOMOBILE DEALERS
AND PROSPECTS THAN ANY OTHER MEDIUM, NBC SURVEY SHOWS

FOR RELEASE MONDAY A.M., JULY 9

Television has a stronger impact on automobile dealers and prospects than any other medium. Dealers say television is the most effective national medium in getting people to visit their showrooms.

In addition, television is also the preferred national medium for pre-selling the prospect and making the dealer's job easier, and is the one type of advertising most strongly recommended by dealers.

These are some of the highlights of an NBC survey conducted to provide indications of the comparative effectiveness for automobile advertising of the major national advertising media and shown to leaders of the automobile industry in Detroit last week. The survey was made public today by Hugh M. Beville Jr., Vice President in charge of Planning and Development for NBC.

Other highlights included:

Dealers also feel that car manufacturers should increase their television advertising.

(more)

2 - Survey

New-car prospects say that television advertising stands out most strongly in their minds, and television above all other media does the most in getting prospects to look at a particular make of automobile.

The study's field research was carried out by Advertest Research, New Brunswick, N.J., under the supervision of Dr. Thomas E. Coffin, Manager of Research for NBC.

Mr. Beville said the survey's sample was interviewed during June 2-5 in 10 major cities in the East and Midwest and included dealers and customers of all "Big Three" makes, in proportion to their share of recent passenger car sales. Personal interviews were conducted with 128 "Big Three" dealers, and with 335 customers in dealers' showrooms. Cities included Atlanta, Baltimore, Boston, Chicago, Cleveland, Columbus, Minneapolis, Nashville, New York and St. Louis.

Highlights of the dealers' phase of the survey are:

1. Attracting Prospects to Showroom

"What kind of national advertising do you feel is most effective in getting people to visit your showroom -- television, newspapers, radio, magazines or just what?"

Television	59%
Newspapers	43%
Magazines	12%
All Others	15%
None	6%

2. Pre-Selling the Prospect

"What kind of national advertising seems to do the best job of pre-selling the prospect and making your sales job easier once you have him in the showroom?"

Television	59%
Newspapers	36%
Magazines	21%
All Others	9%
None	12%

(more)

3 - Survey

3. Media Recommended by Dealer

"If (make sold) wanted to put most of their national advertising budget into one kind of advertising, which kind do you think they should use -- radio, television, newspapers, magazines or just what?"

Television	59%
Newspapers	38%
Magazines	10%
All Others	4%
None	3%

Highlights of the consumer phase of the survey are:

1. Advertising Recall, by New-Car Prospects

"Have you recently seen or heard any advertising for (make sold)? (If yes) What kind of advertising for (make sold) have you recently seen or heard -- was it magazine, radio, television, newspaper or just what?"

Media Recalled

Television	71%
Magazines	42%
Newspapers	40%
All Others	29%
None	4%

2. Strength of Impression

"Which kind of (make sold) advertising stands out most strongly in your mind -- radio, television, newspaper, magazine or just what?"

Television	61%
Magazines	22%
Newspapers	17%
All Others	10%
None	3%

3. Arousal Value

"Which kind of advertising did the most to get you interested in looking at a (make sold) -- television, newspaper, magazine, radio or just what?"

Television	50%
Newspapers	16%
Magazines	13%
All Others	7%
None	18%

(more)

1990

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

10-11-1967

In addition, though more of the automotive advertising budget goes into newspapers, the dealers personally notice TV advertising more than print advertising for their makes. Seventy-two per cent of the dealers interviewed also said that the kind of national advertising that seems to cause more word-of-mouth comment among customers and prospects is television.

When asked, "All things considered, do you think (make sold) should increase its TV advertising, cut back on its TV advertising, or keep it about the same as now?," 51% of the dealers felt it should be increased, 42% said "keep same" and only 5% said cut back.

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NBC-New York, 7/6/56

in addition, though more of the automotive and
other light goods and materials, the entire personnel
of the automotive group have been working for the
past several months on the cost of the entire industry
and also that the kind of national advertising that we
to cause more work of the industry among customers and
prospects in television.

They said, "All things considered, do you think
the industry should increase its TV advertising, or back
off TV advertising or what is about the same as now?"
of the entire cost is about 10 percent, they said "the
same" and only 25 said one more.

NRC-New York. 7/6/55



COLOR TELEVISION NEWS

A SERVICE OF



NBC COLOR TELECAST SCHEDULE JULY 15 - 21

Sunday, July 15

5:00-5:30 p.m., EDT -- ZOO PARADE -- Color film taken on last year's African safari; today's episode is entitled "Port Elizabeth Snake Park."

7:30-9:00 p.m., EDT -- THE SUNDAY SPECTACULAR presents "THE BACHELOR," an original television musical starring Hal March, Carol Haney and Jayne Mansfield; and featuring Julie Wilson, Georgiann Johnson and Renzo Cesana. With music and lyrics by Steve Allen.

Monday, July 16

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Remittance Man," drama of a boarder's influence on his landlord's family.

Tuesday, July 17

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Beg, Borrow or Steal," drama of an over-protective father's effect on his family.

Wednesday, July 18

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Summer Pavilion." A drama of a Southern matriarch who resents "progress."

(more)

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2 - 'NBC Color Telecast Schedule'

Wednesday, July 18 (Cont'd)

7:30-7:45 p.m., EDT -- JAYE P. MORGAN SHOW.

9:00-10:00 p.m., EDT -- KRAFT TELEVISION THEATRE -- "Babies for Sale," drama by Norman Katkov.

Thursday, July 19

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "The Feast," drama of a hotelful of eccentrics.

10:00-11:00 p.m., EDT -- LUX VIDEO THEATRE -- "The Captives," by Betty Ulius, starring Marguerite Chapman, Constance Ford and John Bentley.

Friday, July 20

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "The Rich, Full Life," drama of the understanding mother of a frail young daughter.

Saturday, July 21

8:00-9:00 p.m., EDT -- JULIUS LA ROSA SHOW -- Tonight's guest is vocalist Joni James.

* * *

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	8:55 - 9:00 a.m.	-- WRCA-TV WINDOW.
	9:20 - 9:40 a.m.	-- JOSIE'S KITCHEN.
through	9:55 - 10:00 a.m.	-- WRCA-TV WINDOW.
	11:25 - 11:30 a.m.	-- WRCA-TV WINDOW.
Friday	11:10 - 11:15 p.m.	-- TEX ANTOINE.

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NBC-New York, 7/6/56

(1920) 21. 11. 1920

WOLF HADRON, 9 HILL -- TEL. 6-9 24-7-02

WOMEN'S BUREAU OF THE "SUN"

52. 100. 1000.

[illegible]

1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 26

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1. The first part of the paper is devoted to the study of the properties of the function $f(x)$ defined by the equation



TRADE NEWS

A SERVICE OF



NANCY HERBERT
ROOM 320

2 COPIES X-H

July 9, 1956

'TIC TAC DOUGH,' NEW MONDAY-THROUGH-FRIDAY TV QUIZ SHOW
WITH JACK BARRY AS EMCEE, TO START JULY 30

PREMIERE

"Tic Tac Dough," a new Monday-through-Friday audience participation program featuring popular television personality Jack Barry as master of ceremonies, will start on the NBC Television network Monday, July 30 (12 noon to 12:30 p.m., EDT), Richard A.R. Pinkham, Vice President in charge of Programming for NBC-TV, announced today.

The program will be telecast in the time period now occupied by "Feather Your Nest."

The live "Tic Tac Dough" series will be based on the children's game of ticktacktoe or crisscross, whereby two players vie to complete three squares in a row, either horizontally, diagonally or vertically. "Tic Tac Dough" players will halt at each square to answer a question based on a category for that particular square.

At the start of each game, the players will compete for \$100. With additional questions, the prize money can rise to an unlimited sum. Winners of each game are given an opportunity to increase their jackpot by staking their winnings against new

(more)

2 - 'Tic Tac Dough'

challengers. A winning player may continue to meet challengers and increase his winnings indefinitely.

"Tic Tac Dough" will be produced by Barry and Enright Productions, under supervision of NBC.

Barry's many television credits on NBC have included "The Big Surprise," "Juvenile Jury" and "Life Begins at 80."

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NBC-New York, 7/9/56

NBC-TV NEWS

CAST, CREDITS AND SYNOPSIS FOR "THE BACHELOR"--A COLORCAST
ON NBC-TV'S SUNDAY SPECTACULAR JULY 15, 7:30-9 P.M., EDT

CAST

HAL MARCH.....Larry Blaine, advertising man
CAROL HANEY.....Marion, his secretary
JAYNE MANSFIELD.....Robin, a model
JULIE WILSON.....Leslie, a career girl
GEORGIANN JOHNSON.....Francesca, a society girl
RENZO (The Continental) CESANA...Count d' Ambrossio
HARRY HOLCOMBE.....Wainwright, advertising agency head
RAYMOND BRAMLEY.....Schmidlap, an important client
PETER GENNARO.....Dancer
FRANK DERBAS.....Dancer

CREDITS

PRODUCER-DIRECTOR: Joe Cates
ASSOCIATE PRODUCER: Ervin Drake
MUSIC AND LYRICS Steve Allen
BOOK: Arnie Rosen and Coleman Jacoby
CHOREOGRAPHY: Carol Haney
COSTUMES: Guy Kent
SETS: Burr Smidt
MUSIC DIRECTOR: Ted Raph
NBC PROGRAM SUPERVISOR: Julian Bercovici

(more)

1325

2011

CREDITS (CONT'D)

SPONSORS AND THEIR ADVERTISING AGENCIES:

The Kraft Foods Company through J. Walter Thompson Company of Chicago; the U.S. Rubber Company through Fletcher D. Richards, Inc., of New York; the Maybelline Company through Gordon Best and Company of Chicago; and the National Savings and Loan Foundation, Inc., through McCann-Erickson, Inc., of New York.

SYNOPSIS

ACT I

SCENES

1. Introductory song: "This Could Be the Start of Something"....
 sung by March, Miss Haney, Miss Mansfield, Miss Johnson and Miss Wilson.
2. The ante-room of Blaine's office.
3. Split-screen showing above and also bedroom of Blaine's apartment.
4. The ante-room again:
 Miss Haney and March sing "Slave Girl."
5. The Blaine apartment.
6. Hallway outside Robin's apartment:
 March and Miss Mansfield sing "I'm Simply Starved."
7. A night club.

(more)

AND THEIR ALLEGEDLY

The Hialeah Food Company through
Walter Thompson Company of Chi-
cago, the U.S. Rubber Company through
Alexander D. Macdonald, Inc., of
New York; the Macdonald Company of
Gordon Post and Company of Chi-
cago and the National Savings and
Investment, Inc., through Mac-
donald, Inc., of New York.

SYNOPSIS

ACT I

laboratory work. "This could be the start of something"
by Mary, Miss Haney, Miss Macdonald, Miss Johnson and
Miss
the entrance of Blaine's office.
appliance-screen showing above and also between of Blaine's and
the room again:
Miss Haney and Macdonald sing "Olive Girl."
the estate apartment.
alleyway outside Robin's apartment:
Macdonald and Miss Macdonald sing "I'm Simply Scared."
the end.

ACT I (CONT'D)

8. Leslie's office:

March and Miss Wilson sing "The Girl in the Grey Flannel Suit."

9. Blaine's apartment.

10. Ante-room of Blaine's office.

11. Blaine's office.

12. A restaurant.

ACT II

SCENES

1. The same restaurant.

2. Blaine's office:

March and Miss Haney sing "Rogue Male."

March, Holcombe and Miss Haney sing "Three Cheers and a Tiger."

3. Ante-room of Blaine's office:

Miss Haney sings "I'm a One-Man Woman."

4. Blaine's apartment:

March sings "Impossible."

Dance by Miss Haney, Gennaro and Derbas.

ACT III

SCENES

1. Blaine's apartment:

March sings "Little Black Book."

2. Interior of elevator in office building.

3. Ante-room of Blaine's office.

(more)

Section 10

Section 10 and 11 of the Act are the only ones in the Act which

relate to the subject.

Section 10 of the Act is the only one which

relates to the subject.

A section.

NOT 11

2

The same section.

Section 11 of the Act

Section 11 and 12 of the Act are the only ones which

relate to the subject. Section 11 of the Act is the only one which

relates to the subject.

Section 11 of the Act is the only one which

relates to the subject.

Section 11 of the Act is the only one which

relates to the subject. Section 11 of the Act is the only one which

NOT 12

3

Section 12 of the Act

Section 12 of the Act is the only one which

relates to the subject. Section 12 of the Act is the only one which

relates to the subject.

ACT III (CONT'D)

4. Split screen of the above and Leslie's office.
5. Ante-room of Blaine's office.
6. Blaine's office:

Miss Haney sings a reprise of "Impossible."

The entire cast sings a reprise of "This Could Be the Start
of Something."

WHO'S WHO

HAL MARCH (Blaine) was born in San Francisco, and has been a welterweight boxer, a nightclub, burlesque and vaudeville comedian; served in the Coast Artillery during World War II, played Harry Norton in the Burns and Allen radio and television programs, and portrayed Imogene Coca's husband in her NBC-TV series. He has appeared in several movies. He is best known as the host of "The \$64,000 Question."

CAROL HANEY (Marion) was born in New Bedford, Mass., began dancing at five, toured with the Jack Cole dancers, was Gene Kelly's assistant dance director for movies, danced in several pictures, and made her smash Broadway debut in "Pajama Game."

JAYNE MANSFIELD (Robin) was born in Bryn Mawr, Pa., grew up in Dallas, studied drama at the University of Texas and the University of Los Angeles. She appeared in two movies before making her Broadway debut in "Will Success Spoil Rock Hunter?"

(more)

WET TV (Continued)

The action of the scene was similar to that of

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WHO'S WHO (CONT'D)

JULIE WILSON (Leslie) was born in Omaha, left the university there to tour in "Earl Carroll's Vanities," has sung in many of the country's better supper-clubs and in several Broadway musicals. She played the feminine lead in the London company of "South Pacific."

GEORGIANN JOHNSON (Francesca) was born in Decorah, Iowa, began acting as a child but studied at Luther College in Decorah, and Northwestern University in Chicago before heading for New York and the Actor's Studio. She has played leads in many video programs.

RENZO CESANA (Count d' Ambrossio) was born in Rome, Italy, and appeared on the stage there before coming to this country when he was 21. He has been featured in movies both here and in Europe, but is best known in this country for his television programs as "The Continental."

-----O-----

NBC-New York, 7/9/56

(CITY) ORN 8' 10"

'ON THE LINE WITH BOB CONSIDINE' TO BE SPONSORED
BY MUTUAL BENEFIT ON NBC RADIO

The Mutual Benefit Health and Accident Association of Omaha, Inc., will bring the 15-minute weekly news program, ON THE LINE WITH BOB CONSIDINE, to the full NBC Radio Network starting Sunday, July 22 (6:15-6:30 p.m., EDT).

The signing was announced today by Fred Horton, Director of Sales for NBC Radio. The news program has been broadcast on another network since 1954. The 52-week order was placed through Bozell and Jacobs, Inc., in Chicago, advertising agency for the Mutual Benefit Health and Accident Association.

NBC-New York, 7/9/56

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A SERVICE OF



July 9, 1956

STEVENSON HOLDS STRONG LEAD FOR DEMOCRATIC NOMINATION
FOR PRESIDENT IN NBC POLL OF STATES' LEADERS

Adlai E. Stevenson is the overwhelming choice for the Democratic Presidential nomination, according to ballots cast by Democratic state leaders in a telegraphic poll conducted by the NBC News Department.

William R. McAndrew, Director of NBC News, today announced the results of the national polling of the 162 Democratic State Chairmen and Democratic National Committeemen and Committeewomen:

Stevenson, 69 per cent; Gov. Averell Harriman of New York, 16 per cent; Senator Stuart Symington of Missouri, 8 per cent; Senator Estes Kefauver of Tennessee, 3 per cent; and single votes for Senator Lyndon Johnson of Texas, Gov. G. Mennen Williams of Michigan and Senator Warren G. Magnuson of Washington.

The Democratic leaders who occupy three of the most influential positions in each state and territory were asked this question: "Assuming first ballot result is indecisive, who do you believe will be the ultimate winner of the Democratic Presidential nomination and on which ballot?"

(more)

...the ... of ...
... A total of 600 of the ...
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... expected to ... the second ... 10 per cent
... and 20 per cent on the second of the third. The ...
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... Paul M. Butler, Democratic national chairman, who is ...
... from Indiana, ... to name a ...
... I consider it ... to ...
...
... New York's National ...
... the Hartman ... replied, "It is impossible for me ...
... what will happen ... and open ...
... with ... the delegates and the question as to what ...
... that choice is one which I cannot answer." He ...
... that Gov. Hartman will be the ...
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... National ...
... his comment ...
... brought 20 actual ... for ...
... for Hartman ... for ...

News



SPOT SALES

July 10, 1956

REBER ANNOUNCES FOUR PROMOTIONS IN NBC SPOT SALES DIETRICH, LYONS, SURLES AND GAFFIN ELEVATED TO NEW POSTS

Four executives of NBC Spot Sales have been elevated to new posts in an expansion and strengthening of the organization's management, it was announced today by John H. Reber, Director of NBC Spot Sales.

George S. Dietrich was named Director of Radio Spot Sales. Mr. Dietrich announced the appointment of Fred Lyons as Manager, Central Division Office, Radio Spot Sales, and Larry Surles as Eastern Division Manager of Radio Spot Sales.

Simultaneously, Mr. Reber announced the promotion of Mort Gaffin to the position of Director of New Business and Promotion.

George S. Dietrich, the new Director of Radio Spot Sales, joined NBC Spot Sales in 1950 as a salesman and became Eastern Manager of Radio Spot Sales in 1953. The following year he was appointed National Manager of Radio Spot Sales.

After graduating from Lafayette College in 1932, Dietrich began his business career with the merchandising departments of Sears,

(more)

Roebuck and S. S. Kresge. He worked as a salesman for the Bakelite Corp. and for Talon, Inc. (1938-48), taking time out for service as a first lieutenant in the U.S. Army during World War II. From 1948 to 1950 he was sales manager and later general manager of Radiotime, Inc., a national radio-TV program publication.

Fred Lyons was promoted to the position of Manager, Central Division Office, Radio Spot Sales, with headquarters in Chicago. He joined NBC Spot Sales in 1951 as an analyst and six months later became a salesman for Radio Spot Sales.

After service in the Air Force during World War II, Lyons was graduated from Tufts College in 1950. He was formerly associated with the Royal Liverpool Insurance Company, New York.

Larry Surles was named Eastern Division Manager of Radio Spot Sales. He has been with NBC Spot Sales since 1952 as a television salesman. His previous associations include sales positions with WFBR, Baltimore; manager of the Co-Op Program Department of the American Broadcasting Company; Blair Advertising; WATV and WOR-TV.

Mort Gaffin was promoted to the position of Director of New Business and Promotion. Gaffin joined NBC Spot Sales as TV Promotion Manager in 1952 and a year later was advanced to the position of Manager, Advertising and Promotion for Radio and TV. He has been Manager of New Business and Promotion since 1955.

Prior to joining NBC Spot Sales, Gaffin was an advertising copywriter for Kenyon and Eckhardt. He had previously been associated with Best Foods, Inc., and McCann-Erickson as a promotion writer.

Gaffin was graduated from Brooklyn College in 1941. He served as a first lieutenant in the Air Force during World War II.

and A. J. Kresge. He worked as a salesman for the Radio
and for Union, Inc. (1938-40), taking time out for service
as a lieutenant in the U.S. Army during World War II. From
1950 he was sales manager and later general manager of
Time, Inc., a national radio-TV program production.
Fred Lyons was promoted to the position of Manager, C
on Office, Radio Spot Sales with headquarters in Chicago
NBC Spot Sales in 1951 as an analyst and six months later
a salesman for Radio Spot Sales.
After service in the Air Force during World War II, Ly
advanced from Tufts College in 1950. He was formerly assoc
to Royal Liverpool Insurance Company, New York.
Larry Hughes was named Eastern Division Manager of Rad
Sales. He has been with NBC Spot Sales since 1952 as a re
salesman. His previous associations include sales position
MR, Baltimore; manager of the Co-Op Program Department of
a Broadcasting Company, Baltimore; and WIV and WOB-T
North Gaffin was promoted to the position of Director o
Sales and Promotion. Gaffin joined NBC Spot Sales as TV
on Manager in 1952 and a year later was advanced to the
of Manager, Advertising and Promotion for Radio and TV
been Manager of New Business and Promotion since 1955.
Prior to joining NBC Spot Sales, Gaffin was an advertis
for Hays and Eckhardt. He had previously been
with Best Foods, Inc., and McGraw-Hill as a prom
Gaffin was graduated from Brooklyn College in 1951.

NBC RADIO NEWS

CREDITS FOR 'STARS IN ACTION' ON NBC-RADIO

TIME: NBC Radio, Thursdays,
9:30 to 10 p.m., EDT
(Starting date, for
new series, Thursday,
July 12.)

HOST: Mike Wallace, host.
Fred Collins, announcer.

FORMAT: Musical show, featuring
a top orchestra and
vocalist each show.
Produced by NBC in co-
operation with the National
Guard.

CAST: Varies per show.

PRODUCER AND DIRECTOR: Bob Moss.

ORIGINATION: NBC Studios, New York.

NBC PRESS REPRESENTATIVE: Al Busse.
(New York)

NBC-New York, 7/10/56



TRADE NEWS

2 COPIES X-H

A SERVICE OF



ALBERTO CULVER BUYS SEGMENTS OF TWO DAYTIME TV SHOWS

Alberto Culver of Hollywood, manufacturers of "VO-5" hairdressing, has bought quarter-hour segments in two of NBC-TV's Monday-through-Friday daytime programs, "It Could Be You" (12:30-1 p.m., EDT) and "Modern Romances" (4:45-5 p.m., EDT), for 13 alternate Tuesdays starting Oct. 9.

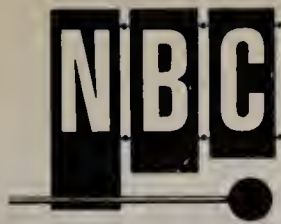
The purchase was announced today by George H. Frey, Vice President in charge of Sales for NBC Television. The sale, which marks Culver's entry into network television, gives "Modern Romances" a 50 percent sell-out status in its new time period, with Sterling Drugs, Inc., sponsoring the program every Wednesday and Friday effective Aug. 3.

In addition to "Modern Romances," the signing of Alberto Culver for "It Could Be You" sells out four of the program's 10 weekly quarter-hour segments. Other sponsors of 15-minute segments next Fall are: American Home Products Corp. (Mondays), Brillo Manufacturing Co. (segment not set), Brown and Williamson Tobacco Corp. (alternate Fridays), Lehn and Fink (alternate Tuesdays) and The Welch Grape Juice Co. (alternate Thursdays).

Geoffrey Wade Advertising in Chicago is the agency for Alberto Culver.

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NBC-New York, 7/11/56



TRADE NEWS

A SERVICE OF



July 12, 1956

NBC TO PARTICIPATE IN CONELRAD DRILL JULY 20
FOR FEDERAL CIVIL DEFENSE OPERATION ALERT

The National Broadcasting Company, in conjunction with the Federal Civilian Defense Operation Alert 1956, will participate in a Conelrad drill Friday, July 20, from 4:10-4:25 p.m., EDT.

During this period all NBC television, standard broadcast and FM radio stations will leave the air. However, Civil Defense information will be broadcast at 640 and 1240 kilocycles, the Civil Defense frequencies, by NBC's 191 radio affiliates and other standard broadcast stations which hold National Defense Emergency Authorizations and will continue to operate as part of the Conelrad clusters.

"Conelrad" is an emergency system of broadcasting for use when the country is threatened with an air attack. It is a contraction of the words "Control of Electromagnetic Radiation" and is devised to reduce the navigational aid a potential enemy might obtain from broadcasting stations.

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FOR RELEASE MONDAY A.M., JULY 16

The following letter was sent today by Robert W. Sarnoff,
President of the National Broadcasting Company, to Mr. Donald H.
McGannon, President of Westinghouse Broadcasting Company, Inc.:

I have your July 3 letter notifying me that you are dropping
the NBC daytime radio programs effective July 16 and the balance of
our radio programs by August 26. In doing so, you are rejecting the
request in my July 2 letter that you reserve your decision until you
have had an opportunity to evaluate our new daytime schedule which
goes on the air in a few weeks and to discuss the matter further with
me.

In view of your decision to terminate the affiliations
between the Westinghouse stations and the NBC radio network, we will
proceed to make other radio arrangements in the markets we now serve
through your stations.

As you know, we have for some time been providing service
to Westinghouse radio stations without any formal contracts because
of your refusal to accept radio affiliation contracts on normal terms,
and your insistence on special treatment for the Westinghouse stations,
involving the elimination of provisions essential to networking and
included in contracts with all other radio affiliates. In all of our
discussions with you during the past year on ways and means of

(more)

2.

strengthening the network service, the only affirmative proposal you have made was that we convert to a program syndication service in radio, under which stations would buy programs from us for local sale. In effect, this would have meant abandonment of the present system of radio network operation.

We were not prepared to follow such a course, because we believe that the maintenance of radio networking, with all it offers in diversified entertainment, information and service on a national basis, is important to the public and to the affiliates who are concerned with their service to the public. We have therefore dedicated energy and money -- and have incurred substantial losses -- in a continuing effort to increase the effectiveness of the radio network medium. Our affiliates want us to succeed in this effort, and are supporting us in it. Although the changes in the business have reduced the revenue and audience they obtain from the radio network, they recognize, as we do, the national importance of the network service. They are also conscious of the great values the NBC radio affiliation has had to them over their long history with us, and will continue to have in the future. On our part, we will continue to search for and adopt every means that will make radio networking more productive, as long as our affiliates look to us for this service.

Your action indicates that you have no interest in the maintenance for the public of the national radio service which the networks provide. You are unwilling to continue furnishing your radio audiences with network programs such as the political conventions, the World Series, the world-wide news presentations and special events

(more)

3.

coverage and all the other network services of national significance, because the revenue you obtain from the network has declined in recent years. You are taking this action despite the fact that the Westinghouse stations have developed important standing in their markets and have realized millions of dollars in profit as a result of their NBC radio affiliations, which go back over a period of 30 years. And by withdrawing from the network, you are also seceding from participation in the effort we share with our other affiliates to support and strengthen a basic national communications system.

Your decision seems to me to be based on a short-sighted policy which is not typical of the policy followed by the Westinghouse Broadcasting management which helped pioneer and develop radio with NBC. I am sorry to see you take this decision to terminate the NBC radio affiliations, but since you have resolved on your course of action, we will abide by it and proceed to act on it.

-----O-----

NBC-New York, 7/13/56

and all the other network services of national significance
the revenue you receive from the network has been used in
the past to help other stations around the country and
other stations have developed important stations in their
own right and will be able to do so in the future as a
result of this. When you look over a period of 20
years from the network, you are also seeing that
there is no other station with any other affiliation in
the country and that is a very important fact.
Your decision to do so is based on a spot-broadcast
which is not subject to any other follow-up by the network
management which might be used and develop into a
series to see you make that decision to develop the
affiliation, but since you have received on your own
it will be able to do so and proceed to do so.

180-New York, NY 10001



COLOR TELEVISION NEWS

A SERVICE OF



NBC COLOR TELECAST SCHEDULE, July 22-28

Sunday, July 22

5:00-5:30 p.m., EDT -- ZOO PARADE -- Color film taken on last year's African safari; today's episode is entitled "Kruger Game Reserve."

9:00-10:00 p.m., EDT -- THE ALCOA HOUR -- "Sister," a drama by Sidney Carroll, adapted for television by William Templeton and starring Gladys Cooper and Cathleen Nesbitt with Vincent Price special guest star.

CORRECTION:

NBC MATINEE THEATER ON JULY 23 AND 24 WILL BE IN BLACK AND WHITE ONLY (AND NOT IN COLOR AS PREVIOUSLY ANNOUNCED).

Monday, July 23

8:00-9:30 p.m., EDT -- PRODUCERS' SHOWCASE -- "ROSALINDA" -- A gay Viennese operetta based on Johann Strauss' "Die Fledermaus," starring Cyril Ritchard, Jean Fenn, Lois Hunt, Robert Wright, Thomas Hayward, Sig Arno, Ralph Dumke and the Wiere Brothers.

(more)

2 - NBC Telecast Schedule

Wednesday, July 25

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Another Sky" by Naomi Lane Babson, adapted for television by Betty Ulius.

9:00-10:00 p.m., EDT -- KRAFT TELEVISION THEATRE -- "Prairie Night," by John Gay; drama of the deep desire of a frontier couple for a son and heir.

Thursday, July 26

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Letter of Introduction" by James Carhartt and Nicholas Winter.

10:00-11 p.m., EDT -- LUX VIDEO THEATRE -- "Miss Mabel," based on a stage play by R.C. Sheriff and adapted for television by Harry Kronman; starring Elsa Lanchester.

Friday, July 27

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Home at Seven," by R.C. Sheriff, adapted for television by S.C. Schweitzer.

Saturday, July 28

8:00-9:00 p.m., EDT -- JULIUS LA ROSA SHOW -- With tonight's guest vocalist Eydie Gorme.

* * *

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	8:55- 9:00 a.m. -- WRCA-TV WINDOW
	9:20- 9:40 a.m. -- JOSIE'S KITCHEN
through	9:55-10:00 a.m. -- WRCA-TV WINDOW
	11:25-11:30 a.m. -- WRCA-TV WINDOW
Friday	11:10-11:15 p.m. -- TEX ANTOINE.

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NBC-New York, 7/13/56



TRADE NEWS

A SERVICE OF



July 16, 1956

JOHNNY MERCER AS 'MR. MUSIC' AND LOMBARDO, DORSEY, KING AND
MARTIN ORCHESTRAS WILL BE SPOTLIGHTED IN PREMIERE
OF 'NBC BANDSTAND,' LIVE MUSIC SHOW ON RADIO

- - -

Bert Parks Will Be Permanent Emcee; Half-Hour
Segment of Series to Be Telecast Daily

NBC BANDSTAND, a new NBC Radio morning program featuring two hours of live music, will have its premiere Monday, July 30 with songwriter Johnny Mercer as "Mr. Music," Bert Parks as permanent emcee, and the orchestras of Guy Lombardo, the Dorsey Brothers, Wayne King and Freddy Martin.

The announcement was made by Charles T. Ayres, Vice President in charge of the NBC Radio Network.

Aimed at a predominantly-housewife audience, "NBC Bandstand" will be heard on radio from 10 a.m. to 12 noon, EDT, Mondays through Fridays. In addition, NBC Television will televise the half-hour segment from 10:30 a.m. to 11 a.m., EDT.

The array of talent will be bolstered by visits with celebrities from the musical and theatrical world. The two-hour program will feature chats with prominent musical figures, reminiscences about hit songs of yesteryear, and other sidelights with a musical theme.

(more)

The four orchestras will share the billing during the first week, with Guy Lombardo and the Dorsey Brothers originating in the NBC Studios in New York, Wayne King in Los Angeles and Freddy Martin in Chicago. All orchestras will broadcast live.

Bert Parks, one of the outstanding masters of ceremonies in broadcasting, will be permanent emcee on "NBC Bandstand."

As "Mr. Music" for the first week, Johnny Mercer will discuss some of his hit songs, and chat with the bandleaders and visiting celebrities. Mercer is famous on Tin Pan Alley for such compositions as "Atchison, Topeka and the Santa Fe," "And the Angels Sing," "Tangerine" and others.

The idea for NBC Bandstand was conceived by William R. Goodheart, Jr., an NBC program executive. "The studies we have made indicate that housewives want good, easy-listening music," he said. "That's just what we're going to give them -- two full hours of live big band music every morning."

"We'll steer clear of bands that play only rock-and-roll, or be-bop. We feel the housewife wants to sweep and dust in the morning -- not jitterbug. Our concept is this simple: 'NBC Bandstand' will feature entertaining music -- distinctive because it's live and because it presents all big bands."

-----O-----

NBC-New York, 7/16/56

CAST, CREDITS, SYNOPSIS FOR "ROSALINDA," TO BE COLORCAST ON
"PRODUCERS' SHOWCASE" MONDAY, JULY 23, (8-9:30 p.m., EDT)

STARRING CYRIL RITCHARD

Mr. Eisenstein.....CYRIL RITCHARD

Rosalinda.....JEAN FENN

Adele.....LOIS HUNT

Falke.....ROBERT WRIGHT

Alfredo.....THOMAS HAYWARD

Prince Orlofsky.....SIG ARNO

Frank.....RALPH DUMKE

Frosh.....HERB WIERE

Frish.....SYLVESTER WIERE

Frush.....HARRY WIERE

A Young Lady.....Susan Luckey

Another Young Lady.....Sally Blyth

Pofkin.....Roy Fitzell

Singing Ensemble.....Ladies: Phyllis

Battleson, Jean Bonacorsi, Bette Graham, Renee Garin,
Mary Louise Hoffman, Ingeborg Kjeldsen, Donna Linnard,
Rosemary Sanders, Lucille Smith, Sandra Stahl.

Gentlemen: Gerald Cardoni, Bob Donino, Roland Douglas,
Robert Driscoll, Kenneth Harp, James Hurst, Carl Olsen,
Syd Pepple, Chevlin Rodgers, Bruce Peter Yarnell.

Members of the Ballet.....Girls: Jillana, Sally

Blyth, Jean Elyse, Barbara Ross, Francine Savery, Ruth
Sobotka, Shirley Valdez, Diane Wieliesz.

Boys: Dick Cahill, Bill Carter, Don Eryck, Carl Lindquist,
John Mandia, Ron Poindexter, Joseph Stember, Roland
Vasquez, Monte Fraser.

(more)

SCENE SYNOPSIS

Prologue

City Square, Vienna, about 1895

ACT I

Scene 1 - Prince Orlofsky's Boudoir

Scenes 2-14 - Eisenstein's and Rosalinda's Bedroom

ACT II

Scene 1 - Outside the Ballroom

Scenes 2-11 - Inside the Ballroom

ACT III

Scenes 1-9 - The Jail

PRODUCTION CREDITS

PRODUCED BY.....EDWIN LESTER for the
Los Angeles and
San Francisco Light
Opera Association's
1956 Season
Production.

Director.....BOB BANNER

Music.....JOHANN STRAUSS

Adapted From.....The MAX REINHARDT-
ERICH KORNGOLD
Version of "Die
Fledermaus."

Book.....GOTTFRIED REINHARDT
and JOHN MEEHAN, JR.

(more)

Page 1

City of New York, about 1900

I

George I - Prince of Wales's son

George II - Prince of Wales's son

II

George I - Outside the Palace

George II - Inside the Palace

III

George I - The King

CONFIDENTIAL

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PRODUCTION CREDITS (CONT'D)

Lyrics.....PAUL KERBY
Adapted for TV By.....SID KULLER
Theatrical Direction.....ALBERT MARRE
Associate Directors.....DEAN WHITMORE, EDITH
JOHNSON
Musical Supervisor.....GEORGE BASSMAN
Musical Conductor.....ROBERT ZELLER
Assistant Musical Conductor.....JAYE RUBANOFF
Additional Lyrics and Dialogue.....SID KULLER
Settings.....BILL MARTIN
TV Costumes.....CAMPBEL (cq)
Costumes Designed By.....DOROTHY JEAKINS
Production Designed By.....OLIVER SMITH
Choreographer.....TODD BOLENDER
Choral Director.....EDITH GORDON
Unit Manager.....HERB BRAVERMAN
Production Advisor.....PAUL KERBY
Technical Director.....DON LADUKE
Lighting.....AL SCARLETT
Sponsors.....The FORD MOTOR COMPANY
and RCA VICTOR
Origination.....NBC Color City, Burbank,
Calif.
NBC Press Representatives: Hollywood: Joe Bleeden
New York: Alec S. Nyary

(more)

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THE MEDICAL COLLEGE OF THE UNIVERSITY OF ALABAMA

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THE DISTRICT ATTORNEY

MAIN REELIO.....

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MODERN HISTORY.....1

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CYRIL RITCHARD (Eisenstein) - The distance from Captain Hook, which won him millions of new fans in NBC-TV's twice-told "Peter Pan," to dashing Eisenstein is accomplished with aplomb by the versatile Ritchard. In a career that began in the chorus of "A Waltz Dream" in his native Australia, almost nothing musical, singable, danceable, witty, clever or histrionic has been out of his talent range. Australia, England, the Continent and New York have applauded him through the years in such fare as "Charlot's Revue," "Roberta," "The Gay Divorce," "The Little Revue," "The Importance of Being Earnest," "The Merry Widow," "Gay Rosalinda," "Tonight at 8:30," "Love for Love," "The Relapse" and, with Katharine Hepburn in both London and New York in Shaw's "The Millionairess." Throughout the U.S., his appearances in both comedy and drama on NBC-TV on "Producers' Showcase," in Max Liebman and Maurice Evans TV presentations, on "Playwrights '56" and others have made him a favorite of a national audience. As a director, he has staged such Broadway shows as "Almanac," "Buy Me Blue Ribbons," "Jane," "Misalliance" and the Metropolitan Opera productions of "The Barber of Seville" and "The Tales of Hoffman." Upcoming: directing and acting assignments in the "Met's" Christmas offering, "La Perichole," and in Gore Vidal's new Broadway play, "Visit to a Small Planet," which Ritchard first performed on NBC-TV.

JEAN FENN (Rosalinda) - Miss Fenn has been heard at the world-famous Metropolitan Opera House as Musetta in "La Boheme," Marguerite in "Faust," Sdenka in "Arabella" and Violetta in "La Traviata." She sang a prominent role in the premiere of Tchaikovsky's

(more)

"Golden Slippers" at the New York City Center Opera, and the premiere of the English-language version of "Love of Three Kings" with the New Orleans Opera. She made her first professional theatre appearance for the Los Angeles Civic Light Opera Association in "Rose Marie," later singing under the same auspices in "The Merry Widow," "Song of Norway," "Kiss Me Kate" and the recent West Coast revival of this production of "Rosalinda." A concert tour of the South, "Bittersweet" in Kansas City, "La Traviata" in Boston, a Detroit singing date and the New York City Center and New Orleans operas have kept her busily occupied meanwhile.

LOIS HUNT (Adele) - Miss Hunt, also of the Metropolitan Opera, reached her goal by winning over 900 other candidates in the Metropolitan Auditions of the air. From two lines in "Der Rosenkavalier," she advanced two days later to Musetta's role in "La Boheme," then leads in "The Marriage of Figaro," "The Magic Flute," "Gianni Schicchi," "Parsifal" and "Die Fledermaus," in which she repeated her performance on TV's "Omnibus." In addition to a repertoire of 45 roles in opera and operetta, she is a popular rhythm and blues singer on RCA Victor and other recordings. Mrs. Hunt is married to Morton Hunt, president of the Society of Magazine Writers. She is a licensed dental hygienist in her native Pennsylvania.

ROBERT WRIGHT (Falke) - A star of "Kiss Me Kate" for over 1000 Broadway performances, Wright also sang the role on tour as far as California. He has an impressive list of credits on radio, TV, concert and light opera, as well. Earlier in his career, Wright literally "sang for his supper" across the length and breadth of France, much in the style of the troubadours of old.

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THOMAS HAYWARD (Alfredo) - Hayward studied with Frank La Forge, won after his second try for the Metropolitan Auditions of the Air, and since has had many singing engagements. These include the male lead in Mike Todd's Jones Beach production of "A Night in Venice"; guest soloist for six consecutive Summers on Rodgers and Hammerstein Nights at New York's Lewisohn Stadium Concerts; appearances with the Chicago Opera; the New Orleans Opera (where he recently sang in "Thais" with Jean Fenn); guest spots on "The Telephone Hour," "Chicago Theatre of the Air," "Sylvin Levin Concert Hour" and other programs. He has recorded for RCA Victor Records.

SIG ARNO (Prince Orlofsky) - Long established as one of Europe's outstanding comedy stars for his character-comedy delineations, Arno has entertained audiences in several languages, including Flemish. He created the role of Count Peppi in "Song of Norway," was a riotous Nish in "The Merry Widow" and was a comic hit in "The Great Waltz," all for the Los Angeles Civic Light Opera. With his wife, Kitty Mattern, Arno has been touring from the Argentine to Northern Europe as star of Molnar's "The Play's the Thing," both in English and German.

RALPH DUMKE (Frank) - One of showbusiness' in-demand actors, Dumke is a veteran of the Keith and Orpheum vaudeville circuits (which he played for a decade with erstwhile partner Ed East), and of radio's "Sisters of the Skillet." His wealth of TV credits includes "My Little Margie," "Waterfront," "Lux Video Theatre," "Climax" and the Orson Welles version of "Twentieth Century." Among

(more)

his many films: "The Desperate Hours," "Forever Darling," the upcoming "Solid Gold Cadillac" and a new Mickey Rooney "Francis" comedy. "The Merry Widow" and "The Chocolate Soldier" are two of his singing appearances for the Los Angeles Civic Light Opera Association.

THE WIERE BROTHERS (Frish, Frosh and Frush) - Born in three different European countries, the Wiere Brothers' madcap antics have proved internationally popular on tours across the Continent and Australia, South Africa and the U.S. Their unpredictable and highly inventive routines have made them a hit at such far-flung entertainment emporia as London's Palladium; Paris' Moulin Rouge and Ambassador Hotel, Rio's Copacabana; New York's Radio City Music Hall, Waldorf-Astoria Hotel and Latin Quarter; Chicago's Chicago Theatre; Los Angeles' Coconut Grove and Mexico City's Lyrico. They have been seen on TV's "Ford Festival," and other shows. Two Royal Command performances in London amused British royalty.

BOB BANNER (Director) - Formerly a professor of drama and theatre at Northwestern University. He gained experience directing campus musicals during his undergraduate days at Southern Methodist in Dallas. For three seasons on TV he was producer-director of "The Fred Waring Show" and then went on to "Omnibus" and Dave Garroway's evening show. He directed the Metropolitan Opera's first TV show. Since shifting his operations to Hollywood from New York, Banner has directed "The Dinah Shore Show" on NBC-TV.

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TRADE NEWS

A SERVICE OF



July 17, 1956

NBC TASK FORCE EN ROUTE TO SOUTHEAST ASIA TO MAKE
90-MINUTE COLOR FILM ON 'UNCOMMITTED' NATIONS

An NBC task force is en route to Southeast Asia to make an hour-and-a-half color film covering six of the area's seven "un-committed" nations, Davidson Taylor, NBC Vice President in charge of Public Affairs, announced today. The film will be titled "Assignment: Southeast Asia."

Mr. Taylor said that Robert D. Graff would be producer and director of the film. Mr. Graff was associate producer and field director of "Assignment India," the documentary study of present-day India which won a Peabody Award for the network earlier this year. He is producer of the continuing series of filmed "Conversations" with elder wise men.

The first members of the NBC film unit are already in Southeast Asia, Mr. Taylor said. The remainder of the task force and the rest of the equipment will follow shortly.

Present plans call for filming in Burma, Malaya, Thailand, Vietnam, Indonesia and Cambodia, with concentration on Indonesia

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2 - 'Assignment: Southeast Asia'

and Thailand as representative of the area. Filming will begin in August and continue for about three months. A prominent American, whose name will be announced soon, will serve as guide in interpreting the area's many problems.

Outlining the aims of the new undertaking, Mr. Taylor said: "Southeast Asia is, after India, the largest and most important uncommitted area in the world, yet it is almost unknown in the United States. It is vital for the future of our nation, as the leader of the free world, that our people understand what is happening there, where seven new nations are striving to become functioning democracies despite severe internal problems and the ever-present threat of Communism."

NBC is still negotiating with the Soviet Union to make a film inside that country, Mr. Taylor said, but negotiations have not progressed far enough to make production of the film possible in Russia this summer. "We have therefore decided to go ahead with 'Assignment: Southeast Asia'," he said. "Negotiations with the Russians are continuing, and it is our hope that 'Assignment: Soviet Union' will be the third program in an 'Assignment' series."

The two camera-and-sound crews which will operate concurrently in Southeast Asia will be composed of many of the same persons who were involved in production of the India film, Mr. Graff said.

"In this film the cameras will range from the small rural villages to the new industrial centers, from the lower schools to

(more)

3 - 'Assignment: Southeast Asia'

the high places of government. We will visit, in addition, the beautiful dancers of Bali, and the elephants of the teak forests of Burma," he said. "We will concentrate on the two most representative countries, Thailand, the oldest free nation in the area and a friend of the West, and Indonesia, one of the newest nations and, after the U.S.A. and the U.S.S.R., the third richest nation in the world in raw materials. We shall look briefly at the other nations to see the essential similarities of their problems with one or the other of our key countries, and some of the differences."

According to current plans, "Assignment: Southeast Asia" will be presented on "Telescope," a Sunday afternoon series on current history of which Ben Park is executive producer.

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NBC-New York, 7/17/56

...will stay, in addition, ...
...of Bill, and the elements of the ...
...the Bill. ...
...the oldest ...
...one of the newest nations and ...
...the U.S.A., the third richest nation in the world ...
...We shall look briefly at the other ...
...of their ...
...and some of the differences."

According to ...
presented on "Telegraph," a Sunday afternoon series on ...
history of which Bill Pack is executive producer.

Bill Pack, ...



COLOR TELEVISION NEWS

A SERVICE OF



NBC COLOR TELECAST SCHEDULE FOR AUGUST, 1956

(All Times Are EDT)

Wednesday through Friday	Aug. 1 through Aug. 3	3:00- 4:00 p.m. -- NBC MATINEE THEATER.
Wednesday	Aug. 1	7:30- 7:45 p.m. -- JAYE P. MORGAN SHOW. 9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE.
Sunday	Aug. 5	5:00- 5:30 p.m. -- ZOO PARADE. 9:00-10:00 p.m. -- ALCOA HOUR.
Monday through Friday	Aug. 6 through Aug. 10	3:00- 4:00 p.m. -- NBC MATINEE THEATER.
Wednesday	Aug. 8	9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE.
Sunday	Aug. 12	5:00- 5:30 p.m. -- ZOO PARADE. 7:30- 9:00 p.m. -- THE SUNDAY SPECTACULAR.
Wednesday	Aug. 15	7:30- 7:45 p.m. -- JAYE P. MORGAN SHOW.
Saturday	Aug. 18	8:00- 9:00 p.m. -- TONY BENNETT SHOW.
Sunday	Aug. 19	5:00- 5:30 p.m. -- ZOO PARADE.
Saturday	Aug. 25	8:00- 9:00 p.m. -- TONY BENNETT SHOW.
Sunday	Aug. 26	5:00- 5:30 p.m. -- ZOO PARADE.
Monday through Friday	Aug. 27 through Aug. 31	3:00- 4:00 p.m. -- NBC MATINEE THEATER.
Wednesday	Aug. 29	9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE.

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NBC-New York, 7/17/56

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION
PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK



TRADE NEWS

A SERVICE OF



July 18, 1956

'TWENTY-ONE,' NEW QUIZ PROGRAM OFFERING UNLIMITED CASH AWARDS,
WILL START SEPT. 12 ON NBC-TV; PHARMACEUTICALS INC.

TO SPONSOR SHOW, WITH JACK BARRY AS EMCEE

TWENTY-ONE, a new quiz program on which contestants can win an unlimited amount of money, will start Sept. 12 on NBC-TV (Wednesdays, 10:30-11 p.m., EDT), it was announced today by Richard A.R. Pinkham, Vice President in charge of Programming for the NBC Television Network.

Pharmaceuticals, Inc., through Edward Kletter Associates, will sponsor the series for 52 weeks to advertise its Geritol. The show, with Jack Barry as emcee, will be produced by Barry and Enright Productions.

"Twenty-One" will be played by two contestants, previously selected for their range of knowledge, who will compete for 21 points by answering questions from an assigned category. So that they will be unaware of each other's progress, the two contestants will be isolated in two miniature TV studios fully equipped with microphones and cameras, and on-stage in full view of the emcee and audience.

The categories, of wide variety, will be the same for both contestants but will change after each set of questions is asked.

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THE JOURNAL OF THE
ROYAL ANTHROPOLOGICAL INSTITUTE
OF GREAT BRITAIN AND IRELAND
PUBLISHED BY THE INSTITUTE
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The contestants will be able to win from one to 11 points for each correct answer, but the higher the number chosen the more difficult the question will be. If the contestant cannot answer the question, however, the number of points the question is worth will be deducted from his score to that time.

The first contestant to get 21 points will win, and will receive \$500 a point for the difference between his score and that of his opponent. The winner will then have the opportunity to win more money by competing against a new opponent. If the first winner continues and loses, the challenger's earnings will be subtracted from the former's total. If a contestant continues to beat his challengers, though, he will be allowed to return and increase his winnings until he is defeated.

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NBC-New York, 7/18/56

...will be made to all those who are
...the highest the number of votes
...will be. If the government cannot
...the number of votes the position is what will be
...at that time.
...The first statement of all is that the
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...total. If a statement continues to be
...it will be allowed to remain and the
...will be as follows.

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NBC RADIO NETWORK NEWS

July 18, 1956

NBC RADIO'S NEW LOOK IN AFTERNOON PROGRAMMING IS SPEARHEADED
BY "FIVE STAR MATINEE" WITH DAVID WAYNE AS HOST,
AND TWO SERIAL FAVORITES, STARTING JULY 30

A new half-hour dramatic program featuring stories by many of the leading women writers of the day, and two popular serial dramas, will spearhead NBC Radio's new look on weekday afternoons beginning Monday, July 30.

Broadway and Hollywood star David Wayne will be host and narrator of FIVE STAR MATINEE, the daily half-hour program which will be heard from 3-3:30 p.m., EDT. He will present stories by such outstanding authors as Adela Rogers St. Johns, Faith Baldwin, Fannie Hurst, Kathleen Norris and Edna Ferber.

Following "Five Star Matinee" on the Monday-through-Friday schedule will be two long-time favorites of daytime listeners -- HILLTOP HOUSE, 3:30-3:45, and PEPPER YOUNG'S FAMILY, 3:45-4 p.m., EDT.

The new afternoon schedule is part of a general realignment of NBC Radio daytime programming which also will mark the introduction on July 30 of NBC BANDSTAND, two hours of "live" big band musical entertainment Monday through Friday from 10 a.m. until noon.

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In addition to "Five Star Matinee," "Hilltop House" and "Pepper Young's Family," other changes in the NBC Radio afternoon schedule on July 30 will see Mary Margaret McBride, the popular woman's commentator, move from her current time position, to 4:15-4:30 p.m., EDT, and "The Fred Waring Show," shift from 5-5:30 p.m. to a new 4:30-5 p.m. period.

The complete afternoon NBC Radio schedule effective Monday, July 30, follows:

3-3:30 p.m., EDT -- "Five Star Matinee."

3:30-3:45 p.m. -- "Hilltop House."

3:45-4 p.m. -- "Pepper Young's Family."

4-4:15 p.m. -- "Woman in My House," dramatic series which continues in its current time period.

4:15-4:30 p.m. -- "Mary Margaret McBride."

4:30-5 p.m. -- "The Fred Waring Show."

5-5:30 p.m. -- A musical program to be announced.

5:30-5:35 p.m. -- "It's New."

5:35-5:45 p.m. -- "Business World."

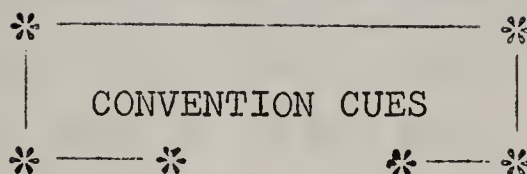
5:45-5:55 p.m. -- "Sport-O-Rama."

5:55-6 p.m. -- "Observations with Dr. George Gallup."

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NBC-New York, 7/18/56

NBC



NEWS

A 60-foot-high telescopic crane located on a mobile vehicle will be used as a live TV camera perch by NBC News at the conventions in Chicago and San Francisco. From it, cameramen will shoot bird's-eye-views of politicians arriving, parades, and such events. They'll also be able to peer into hotel rooms where caucuses are being held.

* * *

"Operation Calamity" is the name given to the weekend between the back-to-back Democratic and Republican conventions this August by George McElrath, Operations Supervisor for the NBC Radio and TV Network. Tons of electronic gear and hundreds of people from NBC will have to be moved from Chicago to San Francisco on the weekend of Aug. 18-19.

* * *

State delegation chairmen will have the opportunity of giving TV and radio reports to the citizens of their states, via NBC News. Special facilities will be set up in both convention halls so chairmen can come in to be filmed and their comments tape-recorded. The results will be sent to affiliate stations in the appropriate areas.

* * *
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2 - Convention Cues

Esther Van Wagoner Tufty, the Washington reporter who will cover the conventions for NBC News and HOME, has the special distinction of looking just like Franklin Delano Roosevelt. For years she portrayed the late President at the Women's National Press Club annual skit in Washington, and on one occasion Mrs. Roosevelt invited her to come to the White House to do her skit. When Mrs. Tufty arrived, garbed in men's clothes and with a cigarette holder tilted jauntily, Secret Service men raced over in a panic, wondering how the President had emerged without their knowledge.

* * *

The importance of a woman's wardrobe on TV is stressed by commentator Pauline Frederick, who will be covering the conventions for NBC News. "If a male commentator is involved," she says, "people listen first and then look him over, but it's just the opposite with a woman -- they see whether they like her looks first before they listen."

* * *

Did you know that all the orators will be six feet tall at the conventions this summer? Bob Doyle of NBC, who will direct the pool coverage in Chicago, points out that there's an elevator platform behind the speaker's rostrum that adjusts to make all the speakers hit the seeming six-foot mark -- at least.

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NBC-New York, 7/19/56



COLOR TELEVISION NEWS

A SERVICE OF



NBC COLOR TELECAST SCHEDULE

July 29 - Aug. 4

Sunday, July 29

5:00-5:30 p.m., EDT -- ZOO PARADE -- Seventh in a series of 12 African safari color films. Today's program is entitled "Oddities of Africa -- Part I."

9:00-10:00 p.m., EDT -- GOODYEAR PLAYHOUSE -- "Pencil Sketch" by Abby Mann, and starring Elliott Nugent. The cast includes Margo Hartman, Millette Alexander, Augusta Roeland, Ralph Dunn and George Maharias.

Monday, July 30

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "The Cypress Tree," by Robert J. Shaw.

Tuesday, July 31

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Belong to Me," by Ann Pinchot; adapted for television by Gail Ingram.

Wednesday, Aug. 1

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Pygmalion Jones" by Dorothy Kilgallen and Richard Kollmar; adapted for TV by Gail Ingram.

7:30-7:45 p.m., EDT -- JAYE P. MORGAN SHOW.

(more)

2 - 'NBC Color Telecast Schedule'

Wednesday, Aug. 1 (Cont'd)

9:00-10:00 p.m., EDT -- KRAFT TELEVISION THEATRE -- "One Way West," by Louis Pelletier; co-starring Kurt Kaznar and Leora Dana.

Thursday, Aug. 2

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Gretel" by Vance Bourjailly.

Friday, Aug. 3

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Some Man Will Want You," by Margaret Culkin Banning; adapted for television by Helene Hanff.

ADDITIONS TO AUGUST COLOR SCHEDULE

LUX VIDEO THEATRE WILL BE TELECAST IN COLOR AND IN BLACK AND WHITE ON THURSDAYS AUGUST 9, 23 and 30 -- 10:00-11:00 p.m., EDT.

THE CHEVY SHOW WILL BE COLORCAST TUESDAY, AUG. 14, 8:00-9:30 P.M., EDT.

ALSO PLEASE DELETE FROM THE AUGUST COLOR SCHEDULE:

ZOO PARADE ON AUGUST 12 AND 19 -- 5:00-5:30 P.M., EDT.

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY (EDT):

Monday	8:55 - 9:00 a.m. -- WRCA-TV WINDOW
	9:20 - 9:40 a.m. -- JOSIE'S KITCHEN
through	9:55 -10:00 a.m. -- WRCA-TV WINDOW
	11:25 -11:30 a.m. -- WRCA-TV WINDOW
Friday	11:10 -11:15 p.m. -- TEX ANTOINE

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NBC-New York, 7/20/56

1. The first part of the report deals with the general situation of the country and the progress of the work done during the year.

2. The second part of the report deals with the work done during the year.

3. The third part of the report deals with the work done during the year.

4. The fourth part of the report deals with the work done during the year.

5. The fifth part of the report deals with the work done during the year.

6. The sixth part of the report deals with the work done during the year.

7. The seventh part of the report deals with the work done during the year.

8. The eighth part of the report deals with the work done during the year.

9. The ninth part of the report deals with the work done during the year.

10. The tenth part of the report deals with the work done during the year.

11. The eleventh part of the report deals with the work done during the year.

12. The twelfth part of the report deals with the work done during the year.

13. The thirteenth part of the report deals with the work done during the year.	14. The fourteenth part of the report deals with the work done during the year.
15. The fifteenth part of the report deals with the work done during the year.	16. The sixteenth part of the report deals with the work done during the year.
17. The seventeenth part of the report deals with the work done during the year.	18. The eighteenth part of the report deals with the work done during the year.
19. The nineteenth part of the report deals with the work done during the year.	20. The twentieth part of the report deals with the work done during the year.

NBC RADIO AFFILIATES CREATE PROGRAM ADVISORY COMMITTEE
TO COOPERATE WITH NETWORK EXECUTIVES

A program advisory committee has been created by the NBC Radio affiliates to cooperate closely with NBC executives in planning, on a continuing basis, the program structure of the Radio Network.

Announcement of the group's formation was made today by Lester W. Lindow, Chairman of the NBC Radio Affiliates Executive Committee and Vice President and General Manager of WFDF, Flint, Mich.

The special program advisory committee was formed, Mr. Lindow said, after discussions between the NBC Radio Network officials and members of the NBC Radio Affiliates Executive Committee at a meeting in New York on June 29. Mr. Lindow said that the five-man committee was formed to "reflect the thinking of the affiliates and assist the network in its plans by trying to help it make these plans as practical and desirable as possible."

The new committee will consist of: Alex Keese, Director of WFAA, Dallas; Louis Read, Vice President and Commercial Manager of WDSU, New Orleans; Harold Essex, Vice President and General Manager of WSJS, Winston-Salem, N.C.; Harold Grams, Program Manager of KSD, St. Louis; and William Warren, Executive Vice President and General Manager of KOMO, Seattle.

Date of the committee's first meeting will be announced later.

SCHOLARSHIP AWARD DINNER OF FISHER BODY CRAFTSMAN'S GUILD,
HONORING TEENAGE CAR DESIGNERS, WILL BE BROADCAST

Teenagers who have designed and built outstanding model cars will be honored at the 26th Annual Fisher Body Craftsman's Guild Award Dinner, to be broadcast for the second consecutive year on NBC Radio, Tuesday, July 31 (9-9:30 p.m., EDT).

The program, sponsored by the Fisher Body Division of General Motors through the Kudner Agency Inc., will originate in the auditorium of the new Fisher Body Building in the recently completed General Motors Technical Center near Detroit.

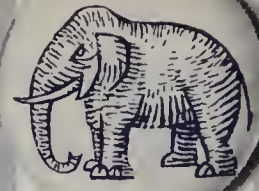
The awards dinner, announcing \$38,000 in university scholarships, climaxes the project through which thousands of boys 12 to 19 years old are encouraged to design and build their "dream cars." This year there will be 10 additional \$1,000 scholarships for winners of the new Styling Award. In addition, the eight scholarships presented to four junior and four senior division winners of the National Awards have been increased substantially. They are now worth \$5,000 for first award, \$4,000 for second, \$3,000 for third and \$2,000 for fourth.

Guild President James E. Goodman, general manager of the Fisher Body Division and a vice president of General Motors, will announce the winners. Charles F. Kettering, research consultant to General Motors and a member of its board of directors, also will speak.

Since 1930 the Guild has awarded 140 university scholarships valued at nearly \$500,000 to national winners. More than \$700,000 in cash and other awards has gone to state and regional winners.

NBC

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NEWS

RELEASE - Monday, July 23, 1956

MINIATURE RCA TELEVISION CAMERA AND TRANSMITTER

WILL BE USED BY NBC NEWSMEN COVERING CONVENTIONS

New Portable TV "Station" Equipped With Transistors Represents
Most Compact, Complete System Yet Designed for Telecasting --
Can Send Signals More than Mile in Spot News Pickups --
Weighs Only 15 Pounds

A radical new transistorized miniature television camera and portable transmitter for spot news telecasting and other TV field pick-up functions were announced today by the Radio Corporation of America.

Developed at the David Sarnoff Research Center of RCA in Princeton, N.J., the experimental equipment is described by RCA scientists as perhaps the most compact, complete system yet designed for picking up and transmitting television pictures. It includes a 4-pound camera equipped with a novel electronic viewfinder, and a 15-pound back-pack transmitter capable of sending TV signals to a base station more than a mile away.

The RCA announcement disclosed that the National Broadcasting Company will make experimental use of the system in television coverage of the national political conventions, beginning with the Democratic National Convention in Chicago on August 13.

The use of portable cameras and transmitters for news coverage was pioneered by RCA and NBC at the political conventions in 1952, with equipment far less advanced technically than that announced today.

The developmental transistorized camera and transmitter were designed by an RCA research team including L. E. Flory, J. M. Morgan, John Dilley, W. S. Pike, G. W. Gray, and Lawrence Boyer, working under the guidance of Dr. Vladimir K. Zworykin, Honorary Vice-President of RCA.

Dr. Zworykin described the new camera and transmitter as "major achievements in broadening the flexibility of television as a highly effective tool for gathering and instantaneously transmitting information from practically any location."

He emphasized that the equipment is entirely transistorized, with the exception of the transmitting and pick-up tubes. Seventy transistors are used in the entire assembly. Dr. Zworykin pointed out that a major contribution to the achievement of the new equipment was made by RCA's program of transistor development, particularly in the field of high-frequency transistors.

... announcement disclosed that the National Association
will make organizational use of the system in relation
to the national political conventions. Beginning with
the National Convention in Chicago in August 1952.

... of portable control and transmission for radio
networks by RCA has led to the political conventions in 1952
attainment for first broadcast facilities that announced

... development maintained control and transmission
system by an RCA system team including A. E. Wiley,
origin, John Wiley, W. E. Kelly, G. W. Gray, and Lawrence
working under the guidance of Dr. Vladimir K. Zworykin,
Vice-President of RCA.

... Twelve described the new system and transmitter as
achievements in broadening the flexibility of television
any effective tool for gathering and transmitting
this information from practically any location.

... emphasized that the equipment is entirely interchangeable
operation of the transmitting and receiving units. Seven
units are used in the entire assembly. Dr. Zworykin pointed
to a major contribution to the achievement of the new
of use made by RCA's program of transmitter development,
fully in the field of high-frequency transmitters.

Mr. Flory pointed out these important features of the new equipment:

-- The transistorized camera is built around a new RCA-developed Vidicon television camera tube only $\frac{1}{2}$ -inch in diameter and no longer than a king-size cigarette, and employing any standard 8mm motion picture camera lens. Mr. Flory pointed out that in spite of its small size, the developmental tube has a sensitivity greater than that of the standard 1-inch Vidicon pick-up tube commonly used in portable TV cameras. The tube, employing an improved light-sensitive surface, was developed by A. D. Cope, of the research staff at the David Sarnoff Research Center.

-- The camera is equipped with a novel electronic viewfinder which can be detached from the camera and hung around the cameraman's neck. Since it is electronically synchronized with the camera, the finder displays a scene as viewed by the camera lens even when the two elements are separated in this fashion. As an example of how this feature would be used, Mr. Flory pointed out that the cameraman could look down into the viewfinder to observe a scene being picked up by the camera, while the camera itself is held overhead to see over a crowd or other obstacle.

-- Exclusive of the view-finder, the developmental camera is only $2\frac{1}{2}$ inches high, 3 inches wide, and $8\frac{1}{4}$ inches long. All necessary circuitry and controls are contained within this compact unit, which feeds directly into the back-pack transmitter

The first question which arises in the mind is, what is the nature of the forces which have acted upon the earth since its origin? The answer to this question is, that the forces which have acted upon the earth since its origin are of two kinds, viz. the forces of attraction and the forces of repulsion. The forces of attraction are those which tend to draw the particles of matter together, and the forces of repulsion are those which tend to drive the particles of matter apart. The forces of attraction are of two kinds, viz. the forces of gravitation and the forces of cohesion. The forces of gravitation are those which tend to draw the particles of matter together, and the forces of cohesion are those which tend to drive the particles of matter apart. The forces of repulsion are of two kinds, viz. the forces of expansion and the forces of contraction. The forces of expansion are those which tend to drive the particles of matter apart, and the forces of contraction are those which tend to draw the particles of matter together.

The forces of attraction and repulsion are the only forces which have acted upon the earth since its origin. The forces of attraction are of two kinds, viz. the forces of gravitation and the forces of cohesion. The forces of gravitation are those which tend to draw the particles of matter together, and the forces of cohesion are those which tend to drive the particles of matter apart. The forces of repulsion are of two kinds, viz. the forces of expansion and the forces of contraction. The forces of expansion are those which tend to drive the particles of matter apart, and the forces of contraction are those which tend to draw the particles of matter together. The forces of attraction and repulsion are the only forces which have acted upon the earth since its origin. The forces of attraction are of two kinds, viz. the forces of gravitation and the forces of cohesion. The forces of gravitation are those which tend to draw the particles of matter together, and the forces of cohesion are those which tend to drive the particles of matter apart. The forces of repulsion are of two kinds, viz. the forces of expansion and the forces of contraction. The forces of expansion are those which tend to drive the particles of matter apart, and the forces of contraction are those which tend to draw the particles of matter together.

housing a synchronizing generator, transmitter and power supply.

-- The back-pack transmitter, also completely transistorized, weighs only 15 pounds, complete with batteries, as against approximately 50 pounds for previous portable transmitter equipment with tubes. The pack is 12 inches wide, 13 inches high and 3 inches deep. The batteries employed with the unit can operate the camera and transmitter for about 5 hours, according to Mr. Flory, in contrast to the two-hour life of batteries employed with tube-operated equipment.

Developmental samples of RCA's new one-half-inch Vidicon camera tube will be made available to television camera manufacturers within a few weeks, according to L. F. Holleran, General Marketing Manager, RCA Tube Division.

...O...



TRADE NEWS

A SERVICE OF



July 23, 1956

BRECK BUYS 13 'NBC MATINEE THEATER' PARTICIPATIONS FOR HAIR SPRAY MIST

John H. Breck Inc., for their Hair Spray Mist, has bought 13 participations in NBC MATINEE THEATER (Monday through Friday, 3-4 p.m., EDT), it was announced today by George H. Frey, Vice President in charge of Sales for NBC Television.

The order, which totals nearly \$150,000 in gross billings, was placed through H.B. Humphrey, Alley and Richards Inc. It is Breck's first buy on the NBC Television Network.

The participations started July 20 and will run for 13 Fridays over the program's full 143 station lineup.

-----O-----



COLOR TELEVISION NEWS

A SERVICE OF



July 23, 1956

'ATLANTIC CITY HOLIDAY' COLORCAST ON 'SUNDAY SPECTACULAR' TO PRESENT POLLY BERGEN, JACK CARTER, BILL HALEY AND COMETS, JONATHAN WINTERS, PAT BOONE, ROCKY GRAZIANO; PICKUPS SET FROM RESORT CITY AND N.Y.

"Atlantic City Holiday," a musical variety show in color and black and white, will star Polly Bergen, Jack Carter, Bill Haley and the Comets, Jonathan Winters, Pat Boone and Rocky Graziano on NBC-TV's SUNDAY SPECTACULAR, Aug. 12, 7:30-9 p.m., EDT. Ernest D. Glucksman, veteran showman, will produce and stage the presentation.

A highlight of the live 90-minute colorcast will be a remote pick-up from the famed Steel Pier in Atlantic City, an entertainment palace which has featured many of the world's most exciting acts. The Water Circus; the Dreschler Family, a motorcycle balancing act on high wire; the High-Diving Zanies and Dimah, the Diving Horse will all be seen performing directly from the Steel Pier. The other portions of the show will originate in NBC's Colonial Theatre color studio in New York City.

(more)

2 - 'Atlantic City Holiday'

Glucksman is presently negotiating with other headline personalities for "Atlantic City Holiday," which will have an overall aquatic theme pertinent to the popular New Jersey seaside resort. Sketches and continuity will be written by Arnold Foster and Mort Green.

Frank Bunetta will be TV director of the Spectacular. Gary Simpson will direct the remote sequences in Atlantic City. Tony Charmoli has been signed to choreograph the show. Irving Rosenblum will be associate producer.

-----O-----

NBC-New York, 7/23/56

Government is presently negotiating with a view to the
creation of a "National Highway" which will have
well defined limits extending to the Pacific and
the Atlantic Oceans. The Government will be
able to build many new roads.
The Government will be in a position of the
country will build the new road system in 1914.
The Government has been able to develop the
country will be a national highway.

THE-1914-1915

NBC



NEWS

FIVE-WAY SPLIT SCREEN PROCESS OF NBC AT CONVENTIONS
WILL PROVIDE UNUSUAL MONTAGES OF PARTICIPANTS

By means of a newly devised five-way split screen, NBC News will bring television viewers some intriguing candid shots of political reaction during the Democratic and Republican Conventions.

For example, assume Adlai Stevenson is speaking. Through the complex video inset process, he will be "burned" electronically into a diamond in the center of the screen. Surrounding him will be the faces of four such prominent Democrats as, say, Averell Harriman, Harry Truman, Estes Kefauver and William F. Kennedy.

The entire proceeding will be live, accomplished by five separate cameras located in various parts of the Chicago Convention Hall.

Thus the reactions of the listening leaders -- be they reactions of enthusiasm, disapproval, boredom or whatever -- will be caught in every variation and presented simultaneously on one screen.

The same procedure will be repeated at the Republican Convention in San Francisco -- with plans to capture the expressions of such persons as Richard Nixon, Thomas E. Dewey, Herbert Hoover and Joseph McCarthy as they harken to the words of President Eisenhower.

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NBC-New York, 7/23/56



THE UNIVERSITY OF CHICAGO PRESS
1964

The University of Chicago Press is a not-for-profit organization. It is a member of the Association of American Universities. The Press is committed to the highest standards of scholarship and to the widest dissemination of knowledge. It publishes books, journals, and electronic media. The Press is also committed to the advancement of the arts and sciences. It is a member of the International Association of Academic Publishers. The Press is also committed to the advancement of the arts and sciences. It is a member of the International Association of Academic Publishers. The Press is also committed to the advancement of the arts and sciences. It is a member of the International Association of Academic Publishers.



A SERVICE OF



July 23, 1956

HALF-HOUR SIMULCAST OF LOMBARDO AND DORSEY ORCHESTRAS
SET FOR PREMIERE WEEK OF 'NBC BANDSTAND'

The orchestras of Guy Lombardo and the Dorsey Brothers will be televised as a simulcast on NBC BANDSTAND during the new show's premiere week, Monday through Friday, July 30-August 3.

Lombardo and his Royal Canadians will be on the 30-minute simulcast segment Monday, Wednesday and Friday. The Dorsey Brothers Orchestra will be on Tuesday and Thursday.

The new show, which features live big-name bands, will be heard on radio from 10 a.m. to 12 noon, EDT, and on television (simulcast) 10:30-11 a.m., EDT.



TRADE NEWS

A SERVICE OF



July 24, 1956

'HOME' TO EMPHASIZE 'PREDICTABILITY' IN TELECAST SCHEDULE:

FORMAT CHANGE IS BASED ON RESULTS OF AUDIENCE SURVEY

A new approach to the programming of NBC-TV's HOME (Monday through Friday, 11 a.m. to 12 noon, EDT), based on the results of a viewer survey made at the conclusion of the program's second year, will be inaugurated on Sept. 3.

Two basic changes in the program's format will be made. First, service material (on food, fashion, travel, entertaining etc.) will be scheduled on set days of the week, so that the viewer may predict that she can see fashions on Monday, for example, or food features on Tuesdays and Thursdays. Second change in the format will be in the type of general feature material which will be presented. It will be of broader interest and will tend toward "first person" journalism -- stories about people both famous and unknown who have interesting stories to tell.

Both these alterations in the HOME format -- predictability of programming and emphasis on broader feature material -- were made not only as the results of the viewer survey, but on the strength of "Home's" viewer mail indicating a shift in viewer interest trends.

The week's schedule, beginning Sept. 3, will be as follows:

(more)

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

500 FIFTH AVENUE, NEW YORK, N. Y.

THE NEW YORK PUBLIC LIBRARY

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500 FIFTH AVENUE, NEW YORK, N. Y.

MONDAY-First Half -- FASHIONS TO SEE AND WEAR. A half hour of news in Fashion and Beauty Aids -- stories behind the fashions American women buy.

Second Half -- LIVE A BETTER LIFE. Stories of health, child care, religion, education -- a half hour of inspiration derived from the experiences of interesting people who have found happiness and solved many of the problems of life today.

TUESDAY-First Half -- FOOD AT HOME. A half hour of information for the homemaker including cooking features, the artistry of famous chefs, food shopping news, and interior decoration and design in the kitchen and dining areas of the American home. "Home's" Food Editor, Nancyann Graham, will assist Arlene Francis in the presentation of this feature.

Second Half -- HOMETOWN-THE HEART OF AMERICA. A half hour program during which "Home" will present profiles of interesting communities in America. "Home's" writers, accompanied by camera crews will visit these cities, and will return to New York with the story behind the personality of many of our nation's communities. Local contests will be run at the community level through NBC-TV local outlets and the newspapers, to find the leading

(more)

TUESDAY - (CONT'D)

Second Half -- homemaker of the city. The winner, along with other representative leaders of the town chosen by "HOME," will be brought to New York to tell the story of their city to Arlene Francis and HOME's other editors.

WEDNESDAY-First Half -- BE A BETTER HOMEMAKER. A half-hour which includes feature by sewing editor Lucille Rivers, household hints, practical homemaking information and news, homes, gardens and interior decoration.

Second Half -- TAKE A BREAK AT HOME. Relaxation for the homemaker in the middle of the morning -- a half hour of "pure escape" entertainment. "The best in good music, drama and the entertainment world" will be presented for pure relaxation and entertainment. Occasionally fiction stories will be presented during the "Take a Break" feature.

THURSDAY-First Half -- FOOD AT HOME. Nancyann Graham assists Arlene Francis in the week's second half hour devoted to cooking features, etc.

Second Half -- PLACES YOU WANT TO GO. In answer to expressed viewer interest in travel to faraway places, "Home" will present a half hour "escape" feature about cities and countries far and

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THURSDAY - (CONT'D)

Second Half -- near. Editors will ask viewers to write them concerning places they would like to go and why. The winning letters will be read on the air and the writer will be flown to New York as "HOME's" Guest Tourist of the Week. A pre-view of the city or country of her choice will be staged in the studio, after which the viewer and her husband will be sent on the trip of their choice.

FRIDAY-First Half -- FASHIONS TO SEE AND WEAR. The second of two half-hours devoted to fashion and beauty aids. "Home's" Fashion Editor, Natalie Core, will work with Arlene Francis and others in presenting the latest news in what to look for in the fashion world.

Second Half -- PEOPLE AT HOME. A half hour of stories about people in the world about us. There will be stories about little people with big ideas, biographies of leading public personalities -- particularly outstanding women in the news. Occasionally a major feature "They Changed My Life," a biography based on the five people who have most affected the lives of the person whose life story is being told, will be presented. Many such features will be done in cooperation with publishers and motion picture studios to synchronize with publication and release dates.

NBC O & O STATIONS DIVISION

News

July 24, 1956

CONSTRUCTION OF NEW TELEVISION CENTER FOR WBUF, BUFFALO,
NEARS COMPLETION; NBC OWNED UHF STATION TO BROADCAST
ON CHANNEL 17 WITH GREATLY INCREASED POWER

Construction of the new \$1,500,000 Television Center for WBUF, the television station of the National Broadcasting Company in Buffalo, is nearing completion, it was announced today by Charles C. Bevis, Jr., General Manager of WBUF.

Tuesday, August 14, is the date for WBUF to become the exclusive outlet for NBC Television Network programs in Buffalo. The station, broadcasting on Channel 17 in the ultra-high frequency band, already carries a substantial number of NBC programs. By August 12, virtually the entire network schedule will be carried by WBUF.

The NBC Television coverage of the Democratic Party national convention, which begins in Chicago on Monday August 13, will be carried in full and exclusively on Channel 17.

The present schedule of color broadcasts will be greatly enlarged, Mr. Bevis said. At least one major network program will be broadcast in color every night, in addition to the color spectacles.

(more)

2 - WBUF, Buffalo

In August, WBUF will move into its new building, on a three-acre plot at 2077 Elmwood Avenue, Buffalo. It presently broadcasts from the original studio which it occupied last January 9, soon after the purchase of the station by NBC. Broadcasting service will not be interrupted during the move into the new quarters, Mr. Bevis said.

"The new plant will be one of the nation's most modern broadcasting stations," Mr. Bevis said. "It embodies completely new concepts of studio layout and utilizes the extensive station experience of NBC in broadcasting construction and operations."

Upon moving into the new studio, Station WBUF will increase its power output from the present 148,000 watts to a power of 500,000 watts. Later, the power output will be increased even more.

At the rear of the studio building, NBC is constructing a new antenna tower which is 740 feet above ground level -- or more than four times higher than Niagara Falls. The triangular tower will be 1,349 feet above sea level, and will be the highest structure in the city of Buffalo. Each of its three legs is attached to 100 cubic yards of concrete and 14 tons of steel, anchored 17 feet underground. The tower itself will contain 210 tons of steel.

The studio building is being constructed in three phases, with the first phase scheduled for completion with the assumption of full NBC television network service.

The new building, a complete broadcasting plant in every modern detail, will contain a studio with a staging area, a newsroom and executive, sales and operations offices.

(more)

3 - WBUF, Buffalo

The second phase of construction will include a second studio, measuring 40 by 70 feet, a larger and permanent film library, additional property room and general storage space. In addition, plans call for space for recording and transmitting video tape. Further expansion will occur as the station's programming and operations are expanded.

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NBC-New York, 7/24/56

"HOME'S" ARLENE FRANCIS WINS "WOMAN OF ACHIEVEMENT" AWARD
OF AMERICAN FEDERATION OF SOROPTIMIST CLUBS

Arlene Francis, star of NBC-TV's HOME show, has won a "Woman of Achievement" award presented by the American Federation of Soroptimist Clubs.

Miss Francis is among 17 prominent women who will receive the Federation's awards at its annual dinner at the Waldorf-Astoria Hotel in New York on July 31.

Other award winners include Mrs. Eleanor Roosevelt; Mrs. Ivy Baker Priest, Treasurer of the United States; Senator Margaret Chase Smith of Maine, and Mme. Vijya Lakshmi Pandit, High Commissioner for India to Great Britain.

The Federation is made up of 670 Soroptimist Clubs in the Western Hemisphere. Membership in the clubs is limited to women in the professions, business and government.

NBC-New York, 7/24/56

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A SERVICE OF



July 24, 1956

JAMES C. PETRILLO TO LEAD ORCHESTRA COMPRISED OF BIG-NAME
BANDLEADERS ON FIRST DAY'S SIMULCAST OF "NBC BANDSTAND"

James C. Petrillo, president of the American Federation of Musicians, will lead a group of top-name bandleaders in a medley of their most popular tunes in the premiere of NBC BANDSTAND Monday, July 30.

("NBC Bandstand" will be broadcast Monday through Friday on NBC Radio, 10 a.m. to 12 noon, and on NBC-TV, 10:30-11 a.m., all times EDT.)

Mr. Petrillo and eight famous bandleaders will appear during the simulcast portion of the two-hour radio show, 10:30-11 a.m., EDT. Among the bandleaders who will take part are Guy Lombardo, Tommy and Jimmy Dorsey, Ted Lewis, Carmen Cavallaro, Russ Morgan, Johnny Long and Larry Clinton.

Each bandleader, playing his usual instrument, will solo for about a half-minute. He'll play the hit song with which he is most closely identified.

(more)

Arrangements with Mr. Petrillo were completed via trans-Atlantic telephone while he was in Paris. He arrives in this country tomorrow (Wednesday, July 25) aboard the S.S. America.

"The band of bandleaders" is one of the features scheduled for the debut of the live music show.

In addition, Mr. and Mrs. Arthur Murray, the dancing team, will be guests during the simulcast portion on Monday.

The premiere week will feature live music by the orchestras of Guy Lombardo, the Dorsey Brothers, both from New York, Wayne King from Chicago and Freddy Martin from Los Angeles. All will be heard on live broadcasts each day.

Johnny Mercer, as "Mr. Music," will sing some of his hit songs and act as guest host. Bert Parks is permanent emcee.

The simulcast will originate in an NBC Studio in Radio City, New York. The studio has been converted into a permanent hotel-style setting, with an ornate wrought iron motif, some 40 dining tables, elevated balconies on either side, and a tiered bandstand.

The orchestras of Guy Lombardo and the Dorsey Brothers will alternate on the half-hour simulcast, with Lombardo's orchestra featured Monday, Wednesday and Friday, and the Dorseys' on Tuesday and Thursday.

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NBC-New York, 7/24/56



News

SPOT SALES

July 24, 1956

GEORGE FUERST NAMED RADIO SPOT SALES MANAGER OF NBC SPOT SALES WESTERN DIVISION

George Fuerst has been appointed Radio Spot Sales Manager of the Western Division of NBC Spot Sales, it was announced today by George S. Dietrich, Director of Radio Spot Sales.

Mr. Fuerst was formerly Television Spot Sales Manager of the San Francisco office of NBC Spot Sales. He had previously been associated with several local stations in San Francisco.

Dietrich also announced that Ed Macauley has been transferred to the Television Spot Sales staff in San Francisco. He was formerly in Radio Spot Sales.

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CREDITS FOR 'TIC TAC DOUGH' ON NBC-TV

TIME: Mondays through Fridays, 12 noon to
12:30 p.m., EDT.

PREMIERE DATE: July 30, 1956.

EMCEE: Jack Barry.

FORMAT: Quiz show based on game of "tic-tac-toe."
Two contestants will compete to complete three squares in a row, either horizontally, diagonally or vertically. To put his "X" or "O" in a box, each contestant must answer a question on the category appearing in the box. Categories switch to different boxes after each round of questions. The value of the game is \$100 at the start, and increases by \$100 each time a contestant tries to answer the difficult question in the center box. A winning contestant may continue to meet new challengers and increase his winnings indefinitely.

PACKAGER-PRODUCER: Barry and Enright Productions, Inc.

NBC EXECUTIVE PRODUCER: Hudson Faussett.

ANNOUNCER: Bill McCord.

DIRECTOR: Edward King.

PROGRAM SUPERVISOR: Robert Noah.

MUSIC DIRECTOR: Paul Taubman.

SCENIC DESIGNER: Willis Conner.

UNIT MANAGER: John Fisher.

ORIGINATION: Live, from NBC Studios in New York.

NBC PRESS CONTACT: Bob Goldwater (New York).
-----o----- NBC-New York, 7/24/56



TRADE NEWS

A SERVICE OF



July 25, 1956

CALIFORNIA NATIONAL PRODUCTIONS, INC., IS NEW NAME FOR NBC'S KAGRAN CORPORATION

- - -

Expanded Subsidiary Now Engaged in TV Film
Production, Distribution, Merchandising,
and Related Enterprises

To highlight the continuing development of the Kagran Corporation in the areas of television film production, distribution, merchandising and related enterprises, the name of the NBC subsidiary has been changed to California National Productions, Inc., Alan W. Livingston, President, announced today.

"Our recent acquisition of film-production facilities at the California Studios, in Hollywood," Livingston said, "the earlier inclusion of NBC Television Films within our corporate framework and plans for additional activities mean that this company is greatly expanding its operations. We feel, therefore, that the name of the company should suggest our principal activities."

Livingston added that California National Productions, Inc. plans to operate in fields related to the company's basic activities, either connected with television or with the exploitation of its by-products.

(more)

2 - California National Productions, Inc.

California National Productions, Inc. now encompasses the California National Studios, including a fully manned production staff; NBC Television Films, world-wide syndication and network sales organization; the NBC Theatrical Division; and a Merchandising Division.

At California National's newly acquired sound stages two television film series -- "The Life of Riley" and "The Adventures of Hiram Holiday" -- are already in production. Filming will begin shortly on six new pilots, four for national sponsorship and two for syndication. Also co-production arrangements are being negotiated with producers in England, Italy and Mexico, as well as in the United States. A program-development department, with offices in New York and Hollywood, is being established.

NBC Television Films' syndication arm, which was originally established as a major operating division of the parent company in 1953, now distributes 18 successful television film series; operates two streamlined, self-contained film exchanges (in New York and Hollywood); and administers the largest library of stock film footage in the television industry.

The NBC Theatrical Division, which administers the NBC Television Opera Theatre and the new NBC (touring) Opera Company, will also be responsible for investing in theatrical productions for the purpose of acquiring television properties.

The NBC Television Opera Theatre will give six monthly Sunday-afternoon performances beginning Nov. 18, and the touring NBC Opera Company (a joint NBC-RCA presentation) will launch its 10,000-

(more)

California National Theatre, Inc. has announced its
national tour, including a fully equipped mobile
50' television film, world-wide television and radio
transmission; the NBC Theatre Division; and a new mobile

At California National's newly equipped mobile stage
and film section -- "The Life of Riley" and "The
Life of Riley" -- are already in production. "The Life of Riley"
is the first film for national television and has
been a production investment of \$100,000. The
production is being made by the NBC Theatre Division
and will be shown in the NBC Theatre Division
and will be shown in the NBC Theatre Division.
A program of national television and radio
transmission is being made by the NBC Theatre Division
and will be shown in the NBC Theatre Division.

NBC Television Film Division and the NBC Theatre
Division are now operating a new mobile stage
and film section. The mobile stage and film section
is being made by the NBC Theatre Division and will
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The NBC Theatre Division and the NBC Theatre Division
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The mobile stage and film section is being made by the
NBC Theatre Division and will be shown in the NBC Theatre
Division.

The NBC Theatre Division and the NBC Theatre Division
are now operating a new mobile stage and film section.
The mobile stage and film section is being made by the
NBC Theatre Division and will be shown in the NBC Theatre
Division.

3 - California National Productions, Inc.

mile tour of 47 cities with a performance of "The Marriage of Figaro" at St. Mary's College, in South Bend, Ind., Oct. 11. The tour, which will include 54 performances in English of "Figaro" and "Madam Butterfly," will last until Dec. 8.

The Merchandising Division of the company is also expanding its sphere of activities from a variety of sources. The Merchandising Division, which, as Kagan, started with "Howdy Doody," has a long roster of personalities, characters and programs, including "The Adventures of Sir Launcelot," "Victory at Sea," "Uncle Johnny Coons," "Zoo Parade," "Steve Donovan, Western Marshal," "The Great Gildersleeve," "The Life of Riley," Steve Allen, Arlene Francis, "Tic-Tac-Dough," J. Fred Muggs, Today-Home-Tonight and many others.

California National's President will make his headquarters in Hollywood. All of the company's activities emanating from New York will be under the direction of Robert D. Levitt, recently appointed General Manager of California National Productions, Inc.

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NBC-New York, 7/25/56



TRADE NEWS

A SERVICE OF



July 25, 1956

'DING DONG SCHOOL' REACHES
1,000TH TELECAST ON AUG. 3

Dr. Frances Horwich ("Miss Frances") creator and producer, and her award-winning children's program DING DONG SCHOOL will celebrate the series' 1,000th consecutive telecast over NBC-TV, Friday, Aug. 3, 10 a.m., EDT.

"Ding Dong School's" record was established in three years and 10 months. In that time Miss Frances has not missed or had to repeat a single program. Since its premiere date over Chicago's NBC owned and operated station, WNBQ, Oct. 3, 1952, the program has observed a rigid five-day-a-week (Monday-through-Friday) schedule the year around.

It ranks as one of the leading children's shows on TV, having received a total of 48 top national awards and citations, some carrying the description of "the most intelligent presentation of material designed primarily for children."

(more)

2 - 'Ding Dong School'

The show is directed toward children of pre-school age. Its theme is "entertainment and education through television."

Press coverage has been given the series in 12 countries outside the United States.

The entire "Ding Dong School" staff moved to New York City with the program June 1, 1955.

Over 500,000 pieces of mail have been received with a single day high of 11,003.

More than 140 musicians and artists have appeared as guests.

Dr. Frances Horwich, ranked as one of the nation's leading educators in the primary field, has authored a number of children's and parents books. She heads children's experimental programming in her NBC capacity as Supervisor of Children's Programming.

"Ding Dong School" will begin its fifth year on TV, Wednesday, Oct. 3.

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NBC-New York, 7/25/56



TRADE NEWS

A SERVICE OF



July 25, 1956

'GOLDEN TOUCH OF FRANKIE CARLE' STARTS ON NBC-TV

Frankie Carle plays host to lovely Joanne Gilbert when he premieres THE GOLDEN TOUCH OF FRANKIE CARLE on NBC-TV Tuesday, Aug. 7 (7:30 to 7:45 p.m., EDT).

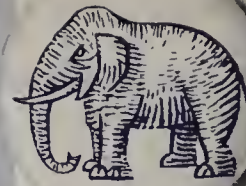
The noted composer-pianist creates the relaxed and easy-going mood for the program with his theme, "Sunrise Serenade" -- a tune which he wrote and which today is considered one of the all-time greats. Other melodies slated to receive the Carle treatment on the ivories include some of Frankie's greatest record hits -- "Josephine," "Peg O' My Heart," "Louise," "Autumn Leaves" and "Stardust."

Joanne Gilbert will join Frank in song and will talk about her unique entry into showbusiness when she made her professional singing debut at the Sunset Strip's famed Mocambo.

A musical trio, featuring Perry Bodkin on the guitar, will complement Frankie at the piano. Settings for the 15-minute series, by Syd Russekoff, will be completely abstract, but carefully integrated with each musical selection.

"The Golden Touch of Frankie Carle" will be produced and directed by Jim Jordan Jr. and written by Lenny Gaines and Barry Ziff.

NBC



NEWS

FOREIGN REPORTERS WILL GIVE VIEWS ON U.S. CONVENTIONS
IN 'WORLD WIDE HEADLINES' TELECASTS ON NBC

NBC-TV will answer these questions during the conventions:

What are the significant events of an American
political convention to a Russian newspaper correspondent?

How does a British newsman view our system of
balloting and caucusing?

Does a Japanese reporter find Convention Hall demonstra-
tions dramatic -- or funny, or what?

Because of the world wide interest in American politics,
press representatives of every nation will cover the Democratic and
Republican conventions next month -- and NBC will gather these news-
men and present them and their views on a series of special television
programs called WORLD WIDE HEADLINES.

The programs will be presented during the two convention
weeks (Democrats, Aug. 13 to 20, Chicago; Republicans, Aug. 20 to 27,
San Francisco) according to Barry Wood, NBC Director of Special
Events, who is in charge of production for the conventions.

(more)

THE UNIVERSITY OF CHICAGO PRESS

1955

THE UNIVERSITY OF CHICAGO PRESS

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THE UNIVERSITY OF CHICAGO PRESS

1955

THE UNIVERSITY OF CHICAGO PRESS

"We feel," says Wood, "that the varying opinions of these foreign correspondents will be fascinating to American viewers. These men will discuss the latest convention developments from their own unique points of view.

"They'll tell what they think and what they're emphasizing in the stories they cable home.

"This way, American viewers will have the rare opportunity of knowing the substance of convention headlines in Pravda, The London Times, Mianichi Shimbun and all the rest before the local readers even see them."

A time period has not yet been set for "World Wide Headlines."

-----O-----

NBC-New York, 7/25/56

"The World" magazine, which the various editions of the
magazine will be found among the various editions.
will discuss the latest developments from the
point of view.
"They'll all think that they're emphasizing
the same thing, but they're not."
"This is, however, the only one of the
most important of the various editions in the
area, and it's the only one of the local
versions of the magazine."
A fine print on the back of the "World" side

100-100-100, 100-100-100



COLOR TELEVISION NEWS

A SERVICE OF



NBC ACQUIRES TV RIGHTS TO "NOAH'S ARK,"

MARK VII, LTD., COLOR FILM SERIES

An agreement between Mark VII, Ltd., and the National Broadcasting Company, providing NBC-TV with the television rights to a series of half-hour programs in a new color filmed series, "Noah's Ark," was announced today by Thomas A. McAvity, Vice President in charge of the NBC Television Network.

Jack Webb, creator-producer-director-star of the NBC Radio and TV "Dragnet" programs, will be actively associated with the production and direction of "Noah's Ark," Mr. McAvity said.

"NBC considers 'Noah's Ark' one of the most outstanding properties to come along in a long time," Mr. McAvity said. "In view of this, and considering Mark VII's and Mr. Webb's impressive success in their past television activities, we feel sure that this unusual new series will offer refreshing and entertaining viewing for television audiences in the months ahead."

The series, which will be based on the experiences of an American veterinarian, will star Paul Burke, May Wynn and Victor Rodman in the lead roles and will be filmed in California.

Mr. McAvity said that the exact time and starting date of "Noah's Ark" on NBC-TV will be announced in the future.

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NBC-New York, 7/26/56

* _____ *

'TODAY' SCORES A 'FIRST' WITH FILMS OF SEA CRASH

* _____ *

The first film of the two trans-Atlantic passenger liners that collided last night in the fog off Nantucket Island was presented on NBC-TV's TODAY show at 9:30 a.m., EDT, this morning.

The early film of the scene was provided by WJAR-TV, Providence, Rhode Island, an NBC affiliate working with NBC News.

NBC reporter Maurey Robinson and NBC cameraman Jesse Sabin flew over the scene of the collision between the Italian Line's Andrea Doria and Swedish liner Stockholm at approximately 7 a.m., EDT, in a chartered amphibious plane. With Sabin sitting in the open door of the plane, they made repeated passes over the damaged liners. The Andrea Doria was listing at an angle of about 40 degrees with a 60-foot hole in her bow and no sign of life on the decks. The Stockholm was standing off a short distance with her bow badly smashed. Sabin's footage, which was presented on "Today" at 9:50 a.m., EDT, also showed the Andrea Doria survivors on the deck of the Stockholm.

Robinson provided "Today" with the first eyewitness report on the air shortly after 9 a.m. by phone from LaGuardia Airport.

Robinson appeared live on "Today" to narrate the film and describe the scene at 9:45 a.m., EDT.

(NBC-TV's TODAY is seen 7-9 a.m., EDT, and until 10 a.m., EDT, in the Western states.)

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NBC-New York, 7/26/56

1940-1941 TO 1942-1943 WITH "THE" A "MAD" "MAD"

[illegible]

WILLIAM J. BROWN, JR., 1000 15th St. N.W., Wash., D.C.

ARTICLE 20. The Board shall have the right to suspend or terminate the employment of any employee who has been convicted of a crime involving moral turpitude.

1993-1994

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NBC-TV NEWS

| CREDITS FOR 'TODAY' ON NBC-TV |

TIME: Mondays through Fridays, 7-9 a.m.,
EDT and CDT; quick kinescope
7-9, PCT, except Los Angeles which
is "live" 6-7 and kinescope
7-9, PCT.

FORMAT: News and special features, guests,
remote pickups, time signals,
weather, book and theatre reviews,
live and filmed interviews, light
humor, music.

CAST: Dave Garroway, with sports editor
Jack Lescoulie, newscaster Frank
Blair, Lee Meriwether former "Miss
America" and chimpanzee J. Fred
Muggs.

EXECUTIVE PRODUCER: Richard Linkroum.

PRODUCER: Gerald Green.

ASSOCIATE PRODUCER: Jack Otter.

EXECUTIVE DIRECTOR: Jac Kein.

DIRECTORS: William Healion, Robert Merriman.

ASSISTANT DIRECTOR: William Brown.

MANAGING EDITOR: John Lynch.

(more)

STATION FOR THE YEAR 1950

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STATION FOR THE YEAR 1950

WRITERS:

Betty Bullock	Mary Kelly
Paul Cunningham	Dick McCutcheon
Dennis Dalton	Joe Michaels
Cliff Evans	Larry Pickard
Stanley Flink	Maury Robinson
Dan Grabel	Dave Teitelbaum

SENIOR UNIT MANAGER:

Win Welpen.

PREMIERE DATE:

Jan. 14, 1952.

ORIGINATION:

New York.

SPONSORS AND AGENCIES:

Multiple and rotational.

PUBLIC RELATIONS COORDINATOR:

Martha Nold.

NBC PRESS REPRESENTATIVE:

Joe Ryan. (New York)

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NBC-New York, 7/26/56

Very truly yours,
John D. Rockefeller
John D. Rockefeller
John D. Rockefeller
John D. Rockefeller
John D. Rockefeller
John D. Rockefeller

UNITED STATES

DATE: 1901

TO: Mr. J. P. Morgan

FROM: Mr. J. P. Morgan

RE: Mr. J. P. Morgan

RE: Mr. J. P. Morgan

RE: Mr. J. P. Morgan

RE: Mr. J. P. Morgan

Very truly yours,

John D. Rockefeller



TRADE NEWS

A SERVICE OF



July 27, 1956

STATION WHK, CLEVELAND, TO BECOME AN AFFILIATE OF NBC RADIO NETWORK

Radio station WHK in Cleveland, Ohio, one of the country's pioneer stations, will become an NBC Radio affiliate, it was announced jointly today by Harry Bannister, Vice President in charge of Station Relations for NBC, and Sterling E. Graham, President of the Forest City Publishing Co. which owns and operates WHK.

The Cleveland station, which operates on a frequency of 1420 kilocycles with a power of 5,000 watts, will join NBC Monday, July 30. The Forest City Publishing Co. publishes the Cleveland Plain Dealer and the Cleveland News, two of the nation's leading newspapers.

In announcing the association with WHK, which celebrated its 35th anniversary in July, Mr. Bannister said: "We are proud to welcome the

(more)

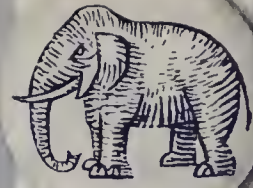
affiliation of this noted Cleveland organization, which boasts such a long record of outstanding service to its community, with the NBC Radio Network. We are happy also to be able to continue servicing the needs of the people of Cleveland and of the surrounding communities through the facilities of this great station."

Mr. Graham said: "I am particularly happy that this affiliation of Cleveland's first station with the nation's first radio network comes at this time. It will enable us to make NBC's exciting daytime program innovations, 'NBC Bandstand' in the morning and a dramatic block leading off with 'Five Star Matinee' in the afternoon, available to the people in our area. The network's leadership in original programming of this kind makes this new schedule the most promising in years."

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NBC-New York, 7/27/56

NBC



NEWS

'OUTLOOK' OF TWO CONVENTIONS TO BE PRESENTED IN ONE-HOUR
NBC TELECASTS ON THE SUNDAY BEFORE EACH OPENING

Two full hour OUTLOOK television programs tailored to capture the political flavor, the people and the foreseeable developments of the Democratic and Republican Conventions will be presented on the Sunday evening preceding each convention, it was announced today by William R. McAndrew, Director of NBC News.

The shows will be produced by Julian Goodman, Manager of News and Special Events for the network's Washington office.

Such nomination contenders as Vice President Nixon, Adlai E. Stevenson, Averell Harriman and Estes Kefauver will all appear.

"Outlook: The Democratic Convention" will be presented from 5 to 6 p.m., EDT, from Chicago on Sunday, Aug. 12. "Outlook: The Republican Convention" will appear in the same time period from San Francisco on Sunday, Aug. 19.

(more)

Chet Huntley, David Brinkley, Bill Henry, H.V. Kaltenborn, Morgan Beatty and many of the other leading NBC commentators covering the conventions will appear on both programs to discuss last minute news breaks, interview political candidates and explain the mechanics of the forthcoming television coverage.

On each program there will be dramatic features illustrating historic issues in campaigns of long ago, film clips from more recent conventions, live scenic sweeps of the convention city showing convention hall and the various key areas and visits with prominent civic figures.

NBC "Regional experts" Ray Scherer, Richard Harkness, Robert McCormick and Merrill Mueller will discuss the latest trends in the Midwest, South, East and West on each program.

And Dr. George Gallup, founder and director of the American Institute of Public Opinion, will interpret the political trends.

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NBC-New York, 7/27/56



COLOR TELEVISION NEWS

A SERVICE OF



July 27, 1956

NBC COLOR TELECAST SCHEDULE

August 5 - 11

Sunday, August 5

5:00-5:30 p.m., EDT -- ZOO PARADE -- Today's film is entitled "Marineland."

9:00-10:00 p.m., EDT -- ALCOA HOUR -- "Kiss and Tell," F. Hugh Herbert's comedy of adolescence, starring Robin Morgan, Jerome Cowan, Warren Berlinger and Polly Rowles; others in the cast include Howard St. John, Lois Bolton, John Connell and Marion Randall.

Monday, August 6

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "The Old Payola," by Abbey Mann and Jack Wilson, and starring John Conte.

Tuesday, August 7

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Cupid Rode A Horse," by B.M. Atkinson, Jr.

Wednesday, August 8

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Fall of the House of Usher," Edgar Allan Poe's classic, adapted for television by Robert Esson; starring Tom Tryon, Marshall Thompson and Eduardo Ciannelli.

(more)

2 - NBC Color Telecast Schedule

Wednesday, August 8 (CONT'D)

9:00-10:00 p.m., EDT -- KRAFT TELEVISION THEATRE -- "Anna Santonello," by Bob Crean and starring Eileen Heckart.

Thursday, August 9

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Century Plant," by Theodore Apstein.

10:00-11:00 p.m., EDT -- LUX VIDEO THEATRE -- "Rebuke Me Not," by Herbert Abbott Spiro, and starring Jan Sterling.

Friday, August 10

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Perfect Alibi," by A.A. Milne.

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	8:55- 9:00 a.m. -- WRCA-TV WINDOW
	9:20- 9:40 a.m. -- JOSIE'S KITCHEN
through	9:55-10:00 a.m. -- WRCA-TV WINDOW
	11:25-11:30 a.m. -- WRCA-TV WINDOW
Friday	11:10-11:15 p.m. -- TEX ANTOINE

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NBC-New York, 7/27/56

NBC NEWS STAFF GOES INTO SWIFT ACTION

IN COVERAGE OF SEA CRASH STORY

Thirty-four minutes after the high sea collision Wednesday (July 25) of the Andrea Doria and the Stockholm, NBC News received word of the disaster and began an intensive coverage operation with all its available personnel and equipment.

The collision occurred at 11:20 p.m., EDT. William R. McAndrew, Director of NBC News, was alerted and rushed to the office. The off-duty news staffers were routed out of bed and dispatched to Coast Guard headquarters and the steamship line offices. Cameraman Jess Sabin and "Today" reporter Maurie Robinson took off in a chartered amphibious plane at 2:30 a.m. for the scene of the collision.

Continuous bulletins and summaries were broadcast on radio. At 9 a.m., Robinson and Sabin returned. While Robinson was making the first eye-witness report by phone to Thursday's (July 26) "Today" show, Sabin's film of the crippled ships was rushed in for use on the program. At 9:30 a.m., "Today" presented the first television footage of the damaged ships through the facilities of WJAR-TV, Providence, an NBC affiliate. Sabin's dramatic air films of the wreck were presented at 9:50 a.m., with Robinson narrating. ("Today" is telecast 7-9 a.m., EDT, with an additional hour 9-10 a.m., EDT, provided for affiliates in the West).

(more)

THE NEWS REPORTS INTO THE ACTION

THE COVERAGE OF THE CRASH

THIRTY-FOUR MINUTES AFTER THE CRASH

BY (JUNE 22) OF THE AIRLINE BOEING AND THE PASSENGERS, THE

CRASHED PART OF THE AIRCRAFT AND SEVERAL PASSENGERS

WERE KILLED WHEN ALL THE PASSENGERS WERE KILLED.

THE COLLISION OCCURRED AT 11:30 P.M., JUNE 22.

THE DIRECTOR OF THE NEWS, WHO WAS KILLED AND WOUNDED IN THE

CRASH, WAS KILLED AND WOUNDED IN THE CRASH.

THE CRASH OCCURRED AT 11:30 P.M., JUNE 22.

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THE CRASH OCCURRED AT 11:30 P.M., JUNE 22.

2 - Ship Crash

Meanwhile, NBC Reporter Gabe Pressman, also flown to the scene, witnessed the sinking of the Andrea Doria while pool film was obtained.

At noon, a special 10-minute wrap-up program was presented on television, featuring Sabin's film and Robinson's summary.

A Cadillac mobile unit was loaded on a barge and sent out to the Narrows to cover the arrival of the Ile de France with over 700 of the Andrea Doria's survivors aboard. When the Ile de France docked, NBC Newsmen Chet Huntley and John Rich conducted a special 90-minute telecast (5-6:30 p.m., EDT) of interviews with the survivors on the pier. The special program also included WJAR-TV's film of the actual sinking of the Andrea Doria. A kinescope repeat of the dockside interviews was presented at 1 a.m., Friday.

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NBC-New York, 7/27/56



MUSIC NEWS

A SERVICE OF



July 27, 1956

TEN SINGERS ADDED TO ROSTER OF NBC OPERA COMPANY FOR FIRST ANNUAL TOUR STARTING IN OCTOBER

Ten more artists have been added to the growing roster of singers who will appear in "The Marriage of Figaro" and "Madam Butterfly" in the first annual tour of the NBC Opera Company, starting Thursday, Oct. 11 at St. Mary's College in South Bend, Ind. The singers who have recently been signed for the eight weeks tour are: Kira Baklanova, soprano; Jimi Beni, basso buffo; Shirley Emmons, soprano; Ruth Kobart, mezzo-soprano; David Lloyd, tenor; Gail Manners, soprano; Mac Morgan, baritone; John Tyers, baritone; Luigi Velluci, tenor, and Frances Yeend, soprano.

Eight previously announced artists are Frances Bible, mezzo-soprano; Adelaide Bishop, soprano; Walter Cassel, baritone; Phyllis Curtin, soprano; Edith Evans, mezzo-soprano; Ralph Herbert, baritone; Elaine Malbin, soprano; and Emile Renan, baritone. Additional artists will be announced soon.

(more)

2 - NBC Opera Company

The large roster of singers was made necessary by the schedule of the 47-city tour. Because there will be many successive performances of the same opera and engagements will be mostly one performance in a city, it was deemed necessary to have several singers for each principal role. Thus there will be at least four singers as Madam Butterfly, three as Pinkerton, two each as the Countess, Figaro and the Count. Other roles too will be doubled and all roles in addition to this multiple covering will be understudied by members of the ensemble.

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NBC-New York, 7/27/56

CREDITS FOR 'NBC BANDSTAND' ON NBC-TV

TIME: Mondays through Fridays, 10:30 a.m.
to 11 a.m., EDT.

PREMIERE DATE: July 30, 1956.

EMCEE: Bert Parks.

FORMAT: Features live music by big-name bands,
a top artist as "Mr. Music" (guest
musical host), visiting celebrities,
and various musical features. The
bands and "Mr. Music" change from
time to time.

PROJECTS SUPERVISOR: William R. Goodheart Jr.

PRODUCER: Thomas Naud.

DIRECTOR: Max Miller.

PROGRAM SUPERVISOR: Julian Bercovici.

ASSOCIATE DIRECTOR: Paul Freeman.

TECHNICAL DIRECTOR: Larry Elikann.

UNIT MANAGER: Steve Weston.

WRITER: Bill Gammie.

ORIGINATION: Live, from NBC Studios in New York.

NBC PRESS CONTACT: Bob LeDonne (New York).

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NBC RADIO NEWS

CREDITS FOR 'NBC BANDSTAND' ON NBC RADIO

TIME: Mondays through Fridays,
10 a.m. to 12 noon, EDT.

PREMIERE DATE: July 30, 1956.

EMCEE: Bert Parks.

FORMAT: Features live music by big-name bands, a top artist as "Mr. Music" (guest musical host), visiting celebrities, and various musical features. The bands and "Mr. Music" change from time to time.

PROJECT SUPERVISOR: William R. Goodheart Jr.

CO-PRODUCERS AND DIRECTORS: Ward Byron and Parker Gibbs.

PROGRAM SUPERVISOR: Julian Bercovici.

WRITERS: Elliott Grennard and Philip Minoff.

ORIGINATION: Live, from NBC Studios in New York, with remote pickups for special features.

NBC PRESS CONTACT: Bob LeDonne (New York).

Monday through Friday.

10 a.m. to 12 noon, P.M.

July 2, 1930.

Best of luck.

Features live music by big-

band, a top artist

as "Mr. Music" (Guest

musical artist), visiting

visitation, and various

musical features. The

show will be "Mr. Music" singing

from the top of the

William S. Woodhouse Jr.

and Wood and Harry Gibson

William Woodhouse Jr.

William Woodhouse and Edith

Woodhouse

Music from the top of the

York, with various passages

and musical features.

Bob Woodhouse (New York)

THE WATER

OUT SUPERVISION

ACCOUNTING AND LIBRARY

AN SUPERVISION

WATER

THE CONTACT



COLOR TELEVISION NEWS

A SERVICE OF



July 30, 1956

'HALLMARK HALL OF FAME' 1½-HOUR COLORCASTS RETURN TO NBC OCT. 28--
FIVE SHOWS WILL BE SEEN SUNDAY NIGHTS, ONE ON A WEDNESDAY--
MAURICE EVANS WILL STAR IN AT LEAST TWO PROGRAMS

The HALLMARK HALL OF FAME, 90-minute "live" color series of distinguished dramas, will return to NBC-TV Sunday, Oct. 28 as a monthly Sunday night feature of the 1956-57 season, Richard A.R. Pinkham, NBC Vice President in charge of Television Network Programs, announced today.

Formerly seen on Sunday afternoons, the series of six programs -- each an hour-and-a-half -- will shift to Sunday night on a schedule that will present some of the productions from 7:30-9 p.m., and others from 9-10:30 p.m., New York time, excepting the final show of the season, which will be seen on Wednesday, April 10, from 8:30-10 p.m., New York time.

Maurice Evans, noted actor-producer who received critical acclaim for his appearances and productions on the "Hallmark Hall of Fame" this past season, will star in at least two performances, Mr. Pinkham said. These will include George Bernard Shaw's classic satire, "Man and Superman" on Sunday, Nov. 25 (9-10:30 p.m., New York time) and another drama to be announced. (Mr. Evans' 1947 Broadway production of "Man and Superman" with its 295 performances holds the record as the longest American run of the famous comedy.)

(more)

In addition to Mr. Evans, outstanding stage and screen personalities will be associated with all of the "Hallmark Hall of Fame" programs.

The production unit for the shows, personally chosen by producer Maurice Evans for all his past offerings on the series, will remain intact. Mildred Freed Alberg, formerly Mr. Evans' associate producer, will be executive producer for the upcoming season. George Schaefer, director of all previous Evans TV productions, returns with the added position of producer as well as director.

Hallmark Cards, Inc., which sponsored Mr. Evans' productions of Shakespeare's "Hamlet," "King Richard II" and "Macbeth," and also last season's 90-minute "Hallmark Hall of Fame" series, has sponsored "Hallmark Hall of Fame" on NBC-TV since 1952. Foote, Cone and Belding is the advertising agency for Hallmark Cards.

The productions will originate at NBC's Color Studios in Brooklyn, N.Y.

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NBC-New York, 7/30/56

NBC



NEWS

HERE'S HOW NBC WILL CARRY OUT RADIO AND TV CONVENTION COVERAGE--

"LARGEST SCALE NEWS OPERATION IN HISTORY OF THE INDUSTRY"

The mass shift of nearly 400 NBC specialists and some 10,000 pounds of equipment from New York to Chicago for coverage of the 1956 political conventions has already begun. Commentators, technicians, cameramen and key personnel from almost every department in the company are busily setting up headquarters in the convention city. Davidson Taylor, NBC Vice President in charge of Public Affairs, has characterized the project as "the largest scale news operation in the history of the industry."

New equipment, designed expressly for portability and mobility, will enable NBC News to throw an "electronic blanket" over Chicago, and a week later, San Francisco, and interpret the proceedings from the convention halls, delegation caucuses and other strategic points.

(NBC's convention and election coverage will be sponsored jointly by the Oldsmobile Division of the General Motors Corporation,

(more)

2 - Convention

the Sunbeam Corporation and the Radio Corporation of America, whose agencies are, respectively: D.P. Brother Company, Perrin-Paus Company and Kenyon & Eckhardt, Inc.)

Following are some of the highlights of NBC's convention coverage.

1. PERSONNEL: NBC will send almost 400 people to Chicago and San Francisco for convention coverage. Under the overall supervision of William R. McAndrew, Director of News, these will be key people from the News, Engineering, Technical Operations, Production, Operations, Film, Press, Station Relations Traffic and Transportation Departments.

2. ANCHOR TEAM: Five NBC News commentators have been assigned the key roles of "anchor men" for NBC's television and radio coverage. They are: Chet Huntley, TV news coordinator; David Brinkley, who will do running commentary on television; Bill Henry, television news summaries; Pauline Frederick, radio news coordinator, and Ned Brooks, who will give running commentary on radio. Over 30 other noted reporters and commentators will gather news from the convention halls and key points in the convention cities.

3. CONVENTION CENTRAL: This refers to the giant communication centers NBC is constructing at each convention site. To be used for only five days, the Convention Centrals will house more personnel and equipment than normally is needed to operate three full-scale television stations.

(more)

3 - Convention

4. TV-ONE: This is the main television studio in Convention Central, the focal point of over \$7,000,000 worth of convention coverage. From TV-One, the television anchor team will summarize what has happened, fill the viewers in on what happens next and tie the whole convention story together with commentary.

5. FIVE-WAY SPLIT SCREEN: This is basically an electronic process of splitting the viewer's screen into five segments...a diamond-shaped insert in the center and four surrounding quadrants. This will allow the viewers to see not only the platform speaker, but also the reactions of four of his party members.

6. CREEPIE-PEEPIE: This is one of NBC's versions of the one-man portable television camera which, unencumbered by cables, allows cameramen access to areas impossible to reach with the bulkier standard equipment.

7. ULTRA-PORTABLE: This is a recent RCA-developed portable camera even smaller and more compact than the "creepie-peepie." The new experimental camera weighs only four pounds and its power-pack transmitter only 15 pounds. An added feature to the new camera, which will be publicly introduced during convention coverage, is an electronic viewfinder which can be detached from the camera and worn suspended from a strap around the cameraman's neck. This allows the camera to be used in the manner of a periscope. The cameraman holds the pistol-grip camera over his head and can see the picture the camera is taking.

8. HI-LIFT: Trucks with camera platforms on 60-foot hydraulic lifts, allowing overhead shots.

(more)

4 - Convention

9. TRANSCEIVER: This is a tiny two-way radio about the size of a woman's formal handbag which will be used by NBC reporters on the convention floor.

10. LOGISTICS: NBC will transport approximately 10,000 pounds of equipment to Chicago and thence to San Francisco. The 1956 emphasis on portability and the fact that the Convention Centrals are being constructed on the site has kept the tonnage figure relatively low. The entire operation -- equipment and personnel -- must be transported 2,000 miles across the country over a single weekend.

11. PUSH BUTTON TUNING PHONE: This device permits a coordinator to flip an indicator to a signal number and get instantaneous connection with another phone. He can tune in up to 25 consecutive numbers -- fixing each with a punch of a button -- and talk with any number of people at the same time.

12. MOBILE UNITS: In each convention city there will be three standard mobile television units, plus the Cadillac for television, the Thunderbird for radio and an undetermined number of camera and sound cars for film.

13. SPOTLIGHTING: Primarily because strong lights cause uncomfortable heat, it has been impossible to spotlight any area of the convention floor other than the platform. NBC will use an electronic process to spotlight any group or area it selects on the convention floor.

14. SIMULTANEOUS NEWS COVERAGE: At the conventions, it is often the case that two important stories may break at the same time.

(more)

9. TRANSMISSION: This is a very important point about the
woman's formal hearing which will be held by the regional
commission floor.

10. LOGISTICS: The first transport arrangements for the
equipment to Chicago and then to San Francisco. The
in portability and the fact that the computer is
located on the site will help the company to
mobile operation - equipment and personnel - and of
a 2,000 miles across the country over a single weekend.

11. FURTHER BUTON TUNING WORK: This device provides a
to flip an indicator to a signal coming from the
position with another phone. It has been up to 20
a number - a firing rate with a bunch of a bunch of
any number of people at the same time.

12. MOBILE UNIT: The soon conversion of the unit to
and mobile television unit, plus the control of the
a transmitter for radio and an unlicensed number of
band used for film.

13. EVALUATION: It is very important to know how
is used, it has been impossible to evaluate any one of
the first three from the station. The unit was
process to evaluate any group of data is related to the
floor.

14. COMMUNICATIONS WITH THE PUBLIC: At the convention, it
see that two important reports were made at the same time

(over)

5 - Convention

But the editor no longer has to make the agonizing decision as to which should be covered by TV. Both may be covered. While one major story is being broadcast live, one or more other stories may be filmed by kinescope recording and then developed, for use within minutes, in a portable unit that lives up to its nickname of "Jiffy Developer."

15. TV CAMERAS: In addition to the pool cameras, NBC will have 36 exclusive NBC television cameras at each site.

16. EXECUTIVES: Davidson Taylor, NBC Vice President in charge of Special Events; William R. McAndrew, Director of News, and Barry Wood, Director of Special Events, are in overall charge of the giant convention coverage operation.

17. REMOTE AIMING: Remotely aimed cameras within the convention halls will be used to permit pinpoint precision in aiming with a time delay measured in fractions of a second.

18. "CROSS-COUNTRY CAUCUS:" During breaks in the action, NBC cameras will take the viewers away from the convention cities to visit newspaper editors and editorial writers across the nation and get their opinions on the political question of the hour.

Additional features include H.V. Kaltenborn interpreting the proceedings for the voters of tomorrow, the teen-age group, and Walt Kelly, cartoonist-creator of "Pogo" conducting his own "Pogo For President" campaign on television.

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NBC-New York, 7/30/56



COLOR TELEVISION NEWS

A SERVICE OF



July 30, 1956

JAMES A. MICHENER WILL BE 'GUIDE' OF 'ASSIGNMENT: SOUTHEAST ASIA'

COLORCAST ON NBC; ASSIGNED TO WRITE AND NARRATE 1½-HOUR FILM

James A. Michener, Pulitzer Prize winner and a noted authority on the South Pacific and Asia, will serve as American "guide" for ASSIGNMENT: SOUTHEAST ASIA, which will be filmed in color for NBC-TV, it was announced today by Robert Graff, producer and director of the project. Mr. Michener will also write and narrate the 90-minute colorcast.

The noted author and journalist will go "on location" to Indonesia, Malaya, Thailand and possibly such other countries to be covered as Burma, Vietnam and Cambodia.

Two "Assignment: Southeast Asia" crew members are already on the scene -- assistant producer Milton Fruchtman and unit manager John Herman. Fruchtman and Herman have already spent two weeks in Indonesia and Thailand conferring with government leaders and arranging suitable location sites. Camera crew and equipment are expected to leave New York soon to join them.

Mr. Michener, who won the Pulitzer Prize in 1947 for "Tales of the South Pacific" (the inspiration for the subsequent Rodgers and Hammerstein stage musical, "South Pacific"), has travelled through Southeast Asia extensively for years and has been interested in the area virtually all of his life. He has written

(more)

2 - 'Assignment: Southeast Asia'

many factual articles about the different countries, as well as such notable fiction as "Return To Paradise" (1951); "The Bridges of Toko-Ri" (1953) and "Sayonara" (1954), all published by Random House.

A former college professor and associate editor for a book publishing firm, Mr. Michener enlisted in the U.S. Navy in World War II and in short order found himself literally in the land of his dreams. First atoll-hopping in the South Pacific as a trouble-shooter in aviation maintenance, later as senior historical officer for the South Pacific district, he visited 49 islands from Australia to Tarawa. Out of this wartime experience came his famous "Tales of the South Pacific." After the war, Michener returned to the exotic scene of his earlier inspiration to collect material for his "Return To Paradise." "Sayonara" also grew out of the writer's extensive Asiatic travels.

Mr. Michener absorbs atmosphere quickly and loves people, both to talk and listen to. Thoroughly engrossed in his work, he has little time for social pursuits, but he is a vehement crusader for young American writers.

The color film will attempt to point up social, economic, political and cultural aspects of an area which is, after India, the most populous and one of the most important in the world.

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NBC-New York, 7/30/56

GUY LOMBARDO SUBS FOR "BATONEER" JAMES C. PETRILLO WHEN ILLNESS
KEEPS MUSICIANS' UNION HEAD FROM "NBC BANDSTAND" PREMIERE

Intestinal flu today made musicians' union head James C. Petrillo miss his "biggest chance to really get into the music business after 40 years."

Mr. Petrillo, President of the American Federation of Musicians, was scheduled to lead an all-star orchestra of big-name bandleaders on the TV-radio-premiere of NBC BANDSTAND, the network's new live music show. (NBC Radio 10 a.m. to 12 noon, EDT; NBC-TV, 10:30-11 a.m., EDT -- Mondays through Fridays.)

Guy Lombardo substituted for Mr. Petrillo at the baton with these fellow bandleaders joining in on "Twelfth Street Rag": Claude Thornhill, piano; Johnny Long, violin; Russ Morgan, trombone; Larry Clinton, trumpet; Jimmy Dorsey, saxophone; and Tommy Dorsey, trombone.

Mr. Petrillo, who earlier said "NBC Bandstand" might help "shake the dance band business from its slump," sent the following telegram to NBC this morning:

(more)

"MY BIGGEST CHANCE TO REALLY GET INTO THE MUSIC BUSINESS AFTER 40 YEARS...AND HERE I AM IN BED WITH INTESTINAL FLU AND GUARDED BY A DOCTOR WHO WON'T GIVE ME THE UPBEAT. MY GENUINE SINCERE REGRETS. CONGRATULATIONS TO NBC. WE ALL THINK THE 'NBC BANDSTAND' IS THE MOST."

JAMES C. PETRILLO

Earlier Mr. Petrillo had said directing the "band of bandleaders" would be "one of the happiest moments of his life." And he added wryly: "I want to see if these guys really can play."

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NBC-New York, 7/30/56



NBC MATINEE THEATER

July 30, 1956

'NBC MATINEE THEATER' REACHES 200TH PROGRAM AUG. 8 WHEN HOST JOHN CONTE STARS IN COLORCAST DRAMA WITH ROCK 'N' ROLL THEME

NBC MATINEE THEATER achieves another milestone when it presents its 200th "live" dramatic performance on Wednesday, Aug. 8 (NBC-TV, 3 p.m., EDT), with a colorcast of "The Old Payola," starring John Conte, Jeff Donnell and Jackie Coogan.

In this drama, Conte (normally the regular host of the award-winning series), portrays a crooner whose manager forces him to become a "rock-'n'-roll hipster" for the sake of a "fast buck." Via this drama, Miss Donnell switches from playing George Gobel's wife, Alice, to John Conte's wife, Madge. Jackie Coogan, erstwhile child star of such silent hits as "The Kid," will make one of his rare ventures into "live" TV acting as Marty Nathan, Conte's accompanist.

(more)

With this 200th performance, the full-hour, Monday-through-Friday dramatic series, which had its premiere on NBC-TV Oct. 31, 1955, will have completed the equivalent of five years and five weeks of TV on a once-weekly basis.

Albert McCleery, executive producer of the series, has assigned Sherman Marks, one of the show's eight staff directors, to direct the 200th show. Pinch-hitting for Conte as host for the telecast will be his auburn-haired wife, Ruth Conte.

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NBC-New York, 7/30/56

NBC RADIO NEWS

NBC 'RECOLLECTIONS' DRAW AUDIENCE PRAISE

NBC Radio's nostalgic RECOLLECTIONS AT THIRTY series (Wednesdays, 8:30-9 p.m., EDT), on the air five weeks, has received 5,000 pieces of laudatory mail from listeners across the country.

Presented by NBC on the occasion of the network's 30th year of broadcasting as a tribute to radio, the program started on June 20. It has featured famous personalities and program excerpts from radio shows of the past three decades.

The mail has come from teenagers who appreciated the "chance to know what radio really sounded like when they weren't there to hear it" and from older listeners who found it "full of remembered and treasured hours of entertainment."

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HORACE DIAZ QUARTET ON NBC RADIO'S "CAFE LOUNGE" SERIES

Live music by the Horace Diaz Quartet direct from the cocktail lounge of the Statler Hotel in New York is presented on CAFE LOUNGE, a new series of programs heard Monday-through-Friday afternoons starting today (July 30) (NBC Radio network except WRCA, 5-5:30 p.m., EDT).

Dick Haymes was the in-person guest on the premiere. Disc-jockey Bob Raiford, who will be the regular host, will present other special guest stars and recorded music during the series. Diaz is a well-known pianist-arranger who has played and arranged for many top bands before forming his own group.

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NBC-New York, 7/30/56

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COLOR TELEVISION NEWS ^{2 COPIES X-M}

A SERVICE OF



July 31, 1956

MARY MARTIN TO PORTRAY BILLIE DAWN IN 'BORN YESTERDAY'
FOR GARSON KANIN PRODUCTION OF HIS OWN COMEDY HIT
ON OPENING 'HALLMARK HALL OF FAME' COLORCAST

Mary Martin will portray Billie Dawn in Garson Kanin's production of his own smash hit comedy, "Born Yesterday," to be colorcast as the premiere production of the new HALLMARK HALL OF FAME Fall series, Sunday, Oct. 28 (NBC-TV, 7:30-9 p.m., EDT), it was announced today by Thomas A. McAvity, Vice President in Charge of the NBC-TV Network.

The event will herald Miss Martin's first TV appearance since her memorable "Peter Pan" on NBC last January.

"Born Yesterday" will also mark Garson Kanin's entry into television as a director. One of showbusiness's most versatile talents, Mr. Kanin is a noted stage and screen producer, director and dramatist.

"We feel quite certain that 'Born Yesterday' will prove to be one of the landmarks of the coming TV season," Mr. McAvity stated. "The combined talents of a Mary Martin and a Garson Kanin virtually guarantee a sure-fire result. We are fortunate in having two such top-level showbusiness personalities joining forces for what promises to be prime entertainment."

(more)

"Born Yesterday" opened in New York at the Lyceum Theatre on Feb. 4, 1946, and became the reigning comedy success of that particular, and several succeeding, seasons, running its merry way through Dec. 31, 1949, for a grand total of 1,642 performances. It brought overnight fame to a former revue artist, Judy Holliday, and to a former sportscaster, Paul Douglas, who played the leads. A motion picture version in 1950 repeated the triumph of the stage play.

Paul Douglas has been invited to re-create his colorful stage characterization of junk dealer Harry Brock in Kanin's TV production and has evidenced willingness to do so if his schedule permits. Mr. Kanin is presently refurbishing his original script especially for Mary Martin's unique talents and it is more than likely that the heroine will now come from Texas, instead of Brooklyn.

"Born Yesterday" tells the meaningful fable of an ex-chorine who is the protegee of a wealthy junkman, Harry Brock. The latter aspires by political bribery to build an empire out of war scrap metal. Apprehensive that his girl, Billie Dawn, is too unlettered for the world of Washington society in which he must lobby for his unsavory machinations, Brock hires a liberal young writer to educate her. After two months, Billie turns into a reformed citizen with a new outlook, a turn of events quite unpalatable to her sponsor and consequently dangerous to all parties concerned. Throughout, author Kanin tells his enlightening story with riotous good humor. Critical reception to "Born Yesterday" was universally ecstatic, as the following excerpts from reviews attest:

(more)

3 - 'Hallmark Hall of Fame'

"An uproarious delight -- Garson Kanin has written 'Born Yesterday' with a marvelous combination of wit and imagination. It has speed, colorful characterizations and solid comedy." --

Howard Barnes, New York Herald Tribune

* * *

"A gag-happy, meaningful new hit... 'Born Yesterday' is a three-act course in good citizenship served up with sex-appeal and gags." -- Life Magazine

* * *

"Rings the bell on all counts as sheer entertainment. It is great, good fun -- adult, witty and clever." --

Burton Rascoe, New York World-Telegram & Sun

* * *

"A tremendously funny and really important play that you cannot afford to miss." --

Robert Coleman, New York Daily Mirror

- - -

"Born Yesterday" will inaugurate the new Sunday night time period for the "Hallmark Hall of Fame" series, one of the most honored and most popular major dramatic series on TV. Mildred Freed Alberg inherits the mantle of Maurice Evans as executive producer this season. George Schaefer will produce as well as direct the series, working in collaboration with Mr. Kanin for the opening show.

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NBC-New York, 7/31/56

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TRADE NEWS

A SERVICE OF



July 31, 1956

Attention, Sports Editors

NBC RADIO NETWORK TO PRESENT FOOTBALL 'GAME OF THE WEEK'

11 SATURDAYS THIS FALL; FIRST BROADCAST SEPT. 22

Outstanding intercollegiate football games throughout the nation will be broadcast by NBC Radio on 11 Saturdays this Fall, it was announced today by Tom S. Gallery, NBC sports director.

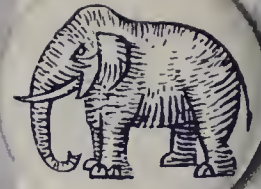
The GAME OF THE WEEK series will kick off Saturday, Sept. 22 with the standout clash between Maryland and Syracuse at College Park, Md. Except for this initial contest, the weekly game will not be selected until the preceding Monday to assure a key attraction in terms of national football interest.

This will be the fifth consecutive year that NBC Radio has broadcast the Saturday grid feature. For the fourth straight season, sportscaster Curt Gowdy will be the play-by-play commentator for the series.

Final game on the radio schedule will be Saturday, Dec. 1. The "Game of the Week" series will be offered to affiliated stations of the NBC Radio Network on a cooperative sales basis.

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NBC



NEWS

NBC'S BOB DOYLE WILL DIRECT POOL COVERAGE FOR THREE NETWORKS
AT DEMOCRATIC NATIONAL CONVENTION SESSIONS IN CHICAGO

Bob Doyle of NBC will perch on a high stool at the Democratic Convention in Chicago, survey the huge political picture, and direct the pool television coverage from the convention hall for all three major networks beginning Monday, Aug. 13.

Which means that he will determine whether some 80,000,000 viewers will watch the speaker on the rostrum, a delegation beginning to bolt, or -- during comparatively quiet periods -- such colorful visual bits as a cluster of bald heads, a clapping baby or a sleeping, shoeless delegate. In pursuit of the most vivid pictures possible, he will tell cameramen where to aim, where to pan, and even when to widen and narrow their lenses.

Doyle, who at 35 is producer-director of news and special events for NBC's Washington office, was selected for his herculean inter-network job for the very good reason that he directed pool network coverage for the 1952 Democratic and Republican conventions -- and did it well. (So well that he received notes of commendation from the heads of all the broadcasting companies.)

(more)

2 - Directing the Democratic Convention TV Coverage

He's facing up to his responsibility with steady nerves this year but as convention time approached in '52, he confesses, "I was scared to death. It took all my courage just to register at the hotel."

In the course of the first day, though, he learned that directing for several networks produced an advantage that outweighed the seemingly hazardous responsibilities. "I had the benefit of tips from newsmen of all the companies," he says, "so I was thoroughly prepared for just about every conceivable break."

From his high-perched vantage point, Doyle does his directing by means of three telephones. The orders go like this: "Camera 2 go to the Missouri Delegation...Go to Symington -- he's the tall, natty-looking gentleman behind the lady with the big hat...Use the next tightest lens."

(It might be noted here that Doyle's job involves the ability to recognize hundreds of political figures at a glance.)

During the '52 tilts, he developed a collection of nicknames -- "for expediency, not irreverence" -- and his instructions soon sounded like this: "Go get the boss man (Eisenhower)...follow Bess (Mrs. Truman) with the close lens...Stay with the Governor (Stevenson)...Pick up Mamie (Mrs. Eisenhower)."

Of the convention job, Doyle says: "It's a director's dream because the story -- one that's been rehearsed for 100 years -- is laid right out before him. It's a continuing story and his job is to present it in terms of personality, conflicts, humor and drama. Most of all, it's a story of people, and the trick is to have the camera on the right people at the right time.

(more)

3 - Directing the Democratic Convention TV Coverage

"Covering the inevitable dead spots is the toughest part, but there are always characters to enliven the situation. Last time, there was the Puerto Rican delegate to the Republican Convention, Marcellino Romani, who stopped the proceedings by insisting a name be called and pronounced right -- the laughter he caused broke the tension of days. And there was Mrs. Katherine Howard, the dignified secretary of the Republican Convention, who won the nickname of 'Shoeless Katie' because she kicked off her shoes while we had her on camera.

"My own personal aim in directing the coverage is to make people forget there's a camera involved at all. I use very few tricks because I want people to get so interested in the proceedings that they forget they're watching them on a television set."

Doyle was born in Washington on April 24, 1921. He was graduated from Harvard University, spent four years in the Navy during World War II, part of which time he served as a fighter pilot, and joined NBC as a page in Washington in 1946.

He has handled a broad variety of television drama, quiz, panel and news shows as producer and director and was appointed to his present post in Washington in 1953.

Doyle lives with his wife, Priscilla, and two daughters, Diane and Nancy in Yorktown Village, Md.

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NBC-New York, 7/31/56

MONITOR

THE NBC WEEK-END RADIO SERVICE

July 31, 1956

* ————— *

"MONITOR'S" FAME SPREADS TO FAR EAST;
KOREAN PROGRAMMING MAY FOLLOW FORMAT

* ————— *

Koreans may soon be listening to radio programs styled after MONITOR, the NBC weekend radio service which is gaining international recognition.

Following is a letter recently received by the network in this connection:

Dear Sir:

Would you kindly send some information on the programming format of "Monitor?" We've been hearing so much about its success and the revolution it has effected in radio circles....perhaps...we can adopt some good points for our Korean programming (on a modified scale, at least).

Cordially yours,

John H. Lerch
Psychological Warfare
Writers Section
U.S. Army

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NOTICE

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APRIL 10, 1914

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